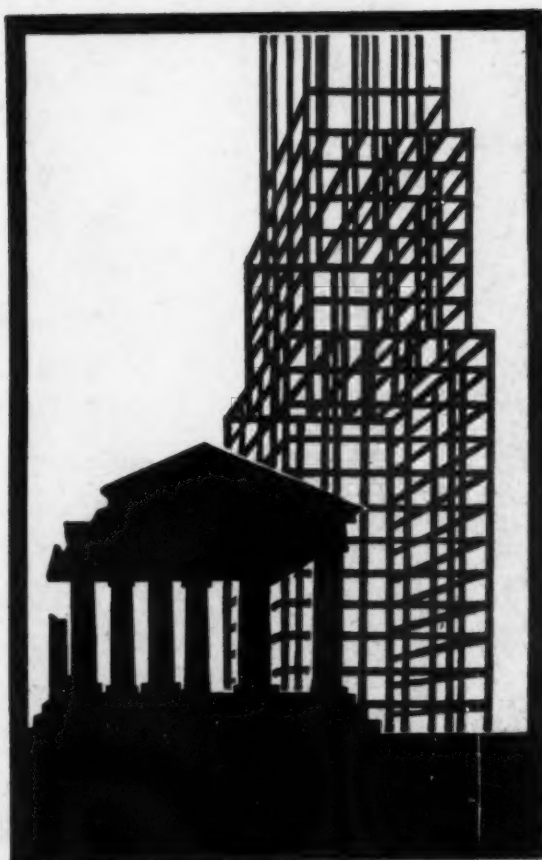


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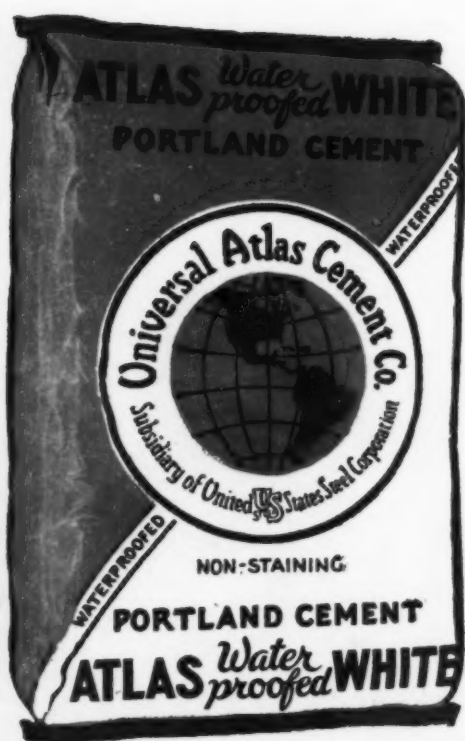
THE ARCHITECTURAL RECORD



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THE ARCHITECTURAL RECORD

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NUMBER 4

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Prince's Gate, New Eastern Entrance, Canadian National Exhibition, Toronto, Ont., Canada. Chapman & Oxley, Architects. Sullivan & Fried, Genl. Contrs. All artificial stone waterproofed with Truscon Waterproofing Paste Concentrated. Truscon Super-Por-Seal (transparent surface dampproofing) also used.

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ANNOUNCEMENTS AND NOTES IN BRIEF

After April 5 the new address of Shattuck and Layer, architects, will be 221 North La Salle Street, Chicago. The office of Fred P. Cozad, architect, is now located in the La Salle-Wacker Building, Chicago.

Charles P. Rawson, architect, has changed his address from 4416 Hazel Avenue to 4556 North Paulina Street, Chicago.

Maxwell A. Cantor, formerly of Ricca and Cantor, announces the opening of a new office at 188 Joralemon Street, Brooklyn, New York.

Holler and Kleinhenz, architects, announce the removal of their office from 1012 Gates Avenue, Brooklyn, to Guaranty Title Building, 89-64—163rd Street, Jamaica.

T. T. Taylor Company, Inc., contractors and builders, announce the removal of their offices to suite 504, The Commercial National Bank Building, Washington, D. C.

Shirley Owens, Fillmore Harty and Cyril Lewis announce the opening of their studio for the practice of architecture and interior decoration: Box 102, Dearborn, Michigan.

ARC WELDING PRIZE COMPETITION

The Lincoln Electric Company of Cleveland announces a second competition for best papers submitted as descriptions of machines, structures or buildings designed so that arc welding is employed in the manufacture.

Substantial prizes, including a first prize of \$7500, are offered. Closing date is October 1. Particulars may be obtained from the Lincoln Electric Company.

SUMMER SCHOOL

The summer session of the Department of Architecture, New York University, will begin June 15. The courses will extend over a period of six weeks. They are held in the evening and students can gain practical experience by working in architects' offices during the day. For information, address the Secretary, Department of Architecture, New York University, 250 East 53rd Street, New York City. Bulletin will be furnished upon request.

STEEL BRIDGE COMPETITION

The American Institute of Steel Construction will this year select the most beautiful bridge in three distinct classes from all those erected of steel during 1930. The bridges judged to be the most beautiful will be decorated with bronze plaques. The award in 1928 went to the Sixth Street Bridge in Pittsburgh. Last year the awards went to the Mount Hope Bridge in Rhode Island and to the Mount Pleasant Bridge in Westchester, New York.

Three first awards to the most beautiful bridge in each of three classes will be made this year; one to the bridge costing more than a million dollars, another where the cost lies between one-half million and one million dollars, and the other to a bridge costing less than half a million dollars.

The jury will meet on June 10 next to make their selections. Entrants may any time prior to that date submit photographs and descriptive data to the American Institute of Steel Construction, Inc., 200 Madison Avenue, New York City.

CALENDAR OF EVENTS AND COMPETITIONS

April	Second International Congress and Exhibition of Sanitary Engineering and Municipal Hygiene, Milan, Italy. For information, apply to the Secretary General, Congress Internazionale di Tecnica Sanitaria e di Igiene Urbanistica, Milano, Piazza del Duomo 17.	April 18-25	Fourth Biennial Architectural and Allied Arts Exposition, Grand Central Palace, New York City.
April 2, 3	Preliminary examinations for the Rotch Traveling Scholarship.	April 27	Lecture by C. H. van der Leeuw of Rotterdam on "A Modern Factory," New School for Social Research, New York City.
April 3	Architectural students wishing to enter a competition for "the design of the most beautiful highway bridge in steel" are invited to submit to the American Institute of Steel Construction, 200 Madison Avenue, New York City, their preliminary sketches to be placed in judgment on this date.	Until May 29	Exhibition, Royal Society of Painters in Water Colours, London (5a, Pall Mall East).
April 3	Lecture by Ralph Walker, architect, on "Functionalism in Architecture," New School for Social Research, New York City.	May 4-Aug. 8	Art Exhibition, Royal Academy, London (Burlington House).
Until April 4	House and Garden Exposition, Grand Central Palace, New York City.	May-August	Art Exhibition, Royal Scottish Academy, Edinburgh.
April 7-May 2	Exhibition of Ideal Homes, London (Olympia).	June 1-5	International Town Planning and Housing Federation Congress, Berlin.
April 10	Lecture by Ely Jacques Kahn, architect, on "Evolution of Architectural Design," New School for Social Research, New York City.	June 10	Judgment of entries for Steel Bridge Competition. Address American Institute of Steel Construction, 200 Madison Ave., New York City.
April 13-15	Eighth annual meeting of Producers' Council, Inc., San Antonio, Texas.	July 10-Aug. 30	Vacation-study tour of housing, arranged and directed by The Garden Cities and Town Planning Association, London, in cooperation with the City Affairs Committee, 112 East 19th Street, New York City. For information, address Helen Alfred, Housing Chairman.
April 14-16	Convention of American Institute of Architects, San Antonio, Texas.	October 1	Closing date for entries for Lincoln Arc Welding Prize competition. Address inquiries to the Lincoln Electric Company, Cleveland, Ohio.
April 17	Lecture by Harvey W. Corbett, architect, on "Architect and Customer," New School for Social Research, New York City.	November	Exposition of Indian Tribal Arts, Grand Central Art Galleries.
April 18	Closing date for applications for Princeton Prizes in Architecture. Address the Director, School of Architecture, Princeton University, Princeton, N. J.	October-December	Art Exhibition, Royal Society of Painters in Water Colours, London (5a, Pall Mall East).
		December 1	Closing date for entries in 1931 Better Homes in America Competition. Address c/o American Institute of Architects, 1741 New York Ave., Washington, D. C.



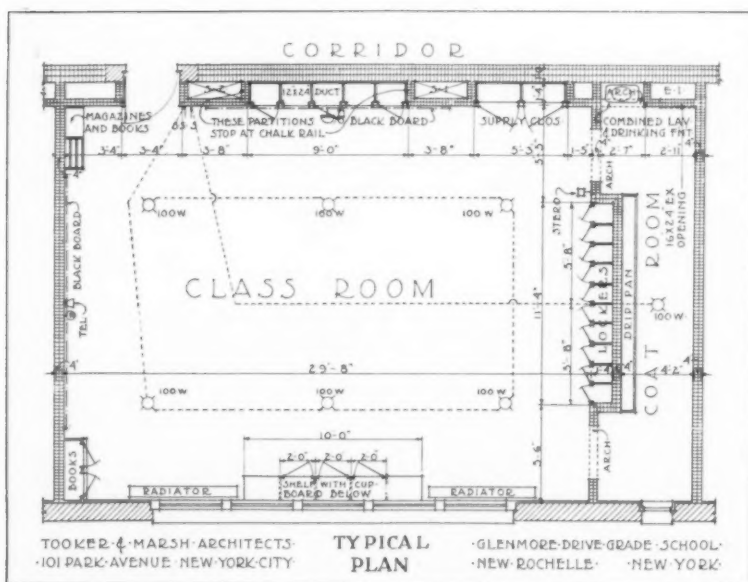
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McLAUGHLIN AND BURR, ARCHITECTS



Weber

ELEMENTARY SCHOOL, SOUTH WALPOLE, MASSACHUSETTS
McLAUGHLIN AND BURR, ARCHITECTS



Courtesy of N. L. Engelhardt

The May Issue SCHOOLS

This issue will feature the individual school and the group school building. In the PORTFOLIO will be a series of photographic plates and details of schools recently completed. These will include, among others, The Beaver Country Day School by Gordon Allen, architect; the Roxbury Memorial High School at Boston by Harrison Atwood, architect; a school in Massachusetts by Kilham, Hopkins and Greeley, architects; and the Western Theological Seminary at Evanston, Illinois, by Armstrong, Furst and Tilton, architects.

An article on Junior High Schools by Ralph W. Yardley, associate architect of the Chicago Board of Education, will be illustrated by plans and views of the Von Steuben School by Paul Gerhardt, architect. Requirements of equipment, arrangement and cost restrictions will be discussed.

The TECHNICAL NEWS AND RESEARCH article will be "Planning Elementary Classrooms to Meet Present-Day Needs," by Prof. N. L. Engelhardt of Teachers' College, Columbia University.

Other features of the issue:

A remodeled residence by Rodgers and Poor, architects.

A branch bank in New York City by Eugene Schoen.

Views of recent additions to the Van Nelle factory in Rotterdam, Holland, by Brinkman and Van der Vlugt, architects.

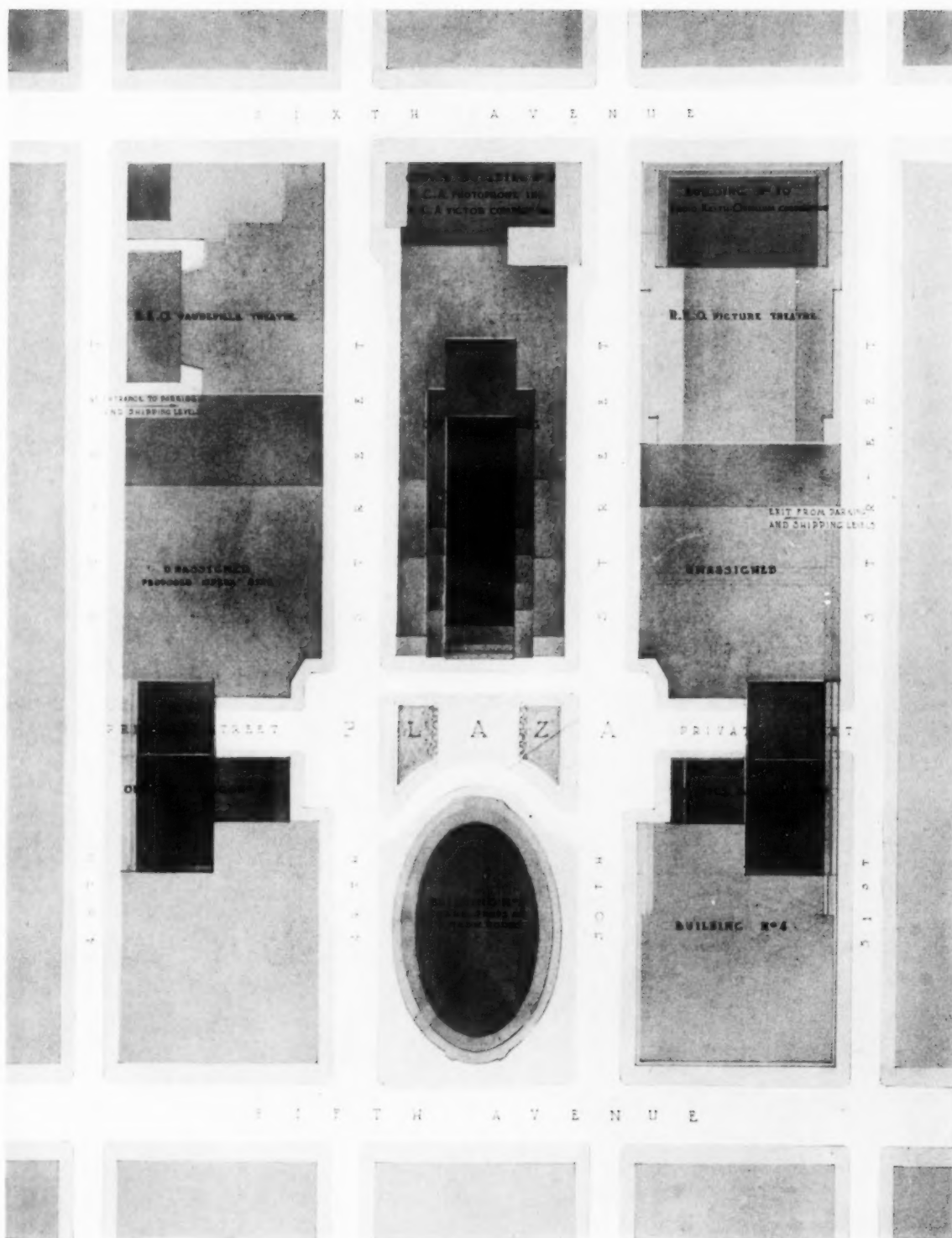
Photographs of landscape architecture, including work done by Olmsted Brothers.

A method of filing blueprints, described and illustrated by Erich Schmied.

New inventions and technical developments which step up domestic economy, annotated by Gayne T. K. Norton.

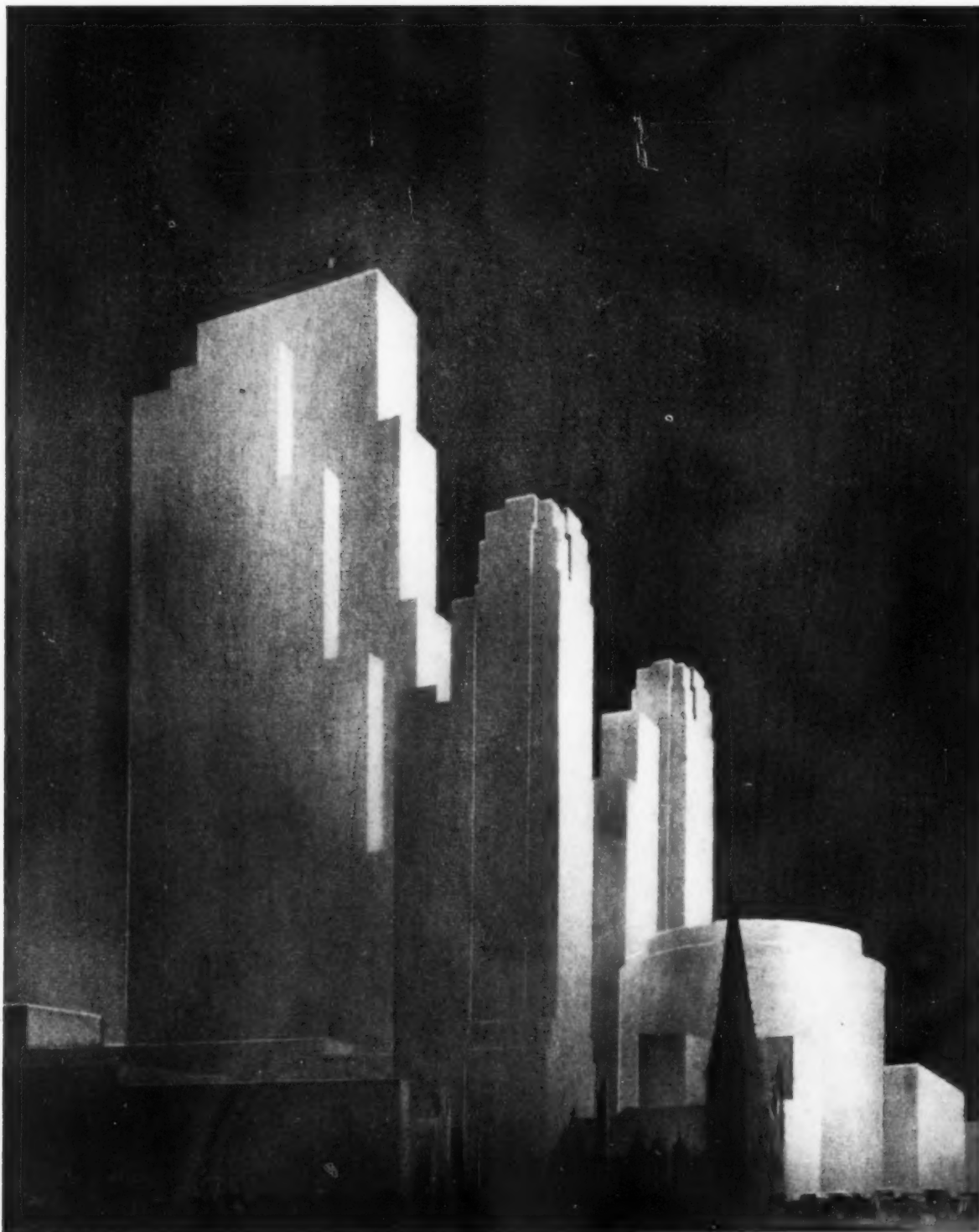
An article by Parker Morse Hooper on means of developing business.

A contrast of architects' fees in relation to getting business, based on the office practice of Robert D. Kohn and Shreve, Lamb and Harmon, architects.



GROUP PLAN (See frontispiece)

RADIO CITY, METROPOLITAN SQUARE, NEW YORK CITY
 REINHARD AND HOFMEISTER, CORBETT, HARRISON AND MacMURRAY,
 RAYMOND HOOD, GODLEY AND FOUILHOX, ARCHITECTS



Palmer Stammen

GROUP PERSPECTIVE
(Group plan on preceding page.)

RADIO CITY, METROPOLITAN SQUARE, NEW YORK CITY
REINHARD AND HOFMEISTER; CORBETT, HARRISON AND MacMURRAY,
RAYMOND HOOD, GODLEY AND FOUILHOUX, ARCHITECTS

THE ARCHITECTURAL RECORD

AN ILLUSTRATED MONTHLY MAGAZINE
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VOLUME 69

APRIL • 1931

NUMBER 4

WHAT IS THE ROCKEFELLER RADIO CITY?

COMMENTS BY L. ANDREW REINHARD, ARCHITECT

Ground area: 550,000 square feet. Rentable floor area: 5,000,000 square feet. Estimated cost of construction: \$100,000,000. Construction begins June 1931. Central tower and two theaters will be completed in autumn of 1932.

Was project designed for 1931 or 1951? The whole scheme was studied with an eye to future earnings. To justify its existence as a forerunner of group planning, the project must be as sound, economically, for the period between 1931 and 1951 (and beyond) as for either of these years.

The vast size of the enterprise made calculations on the expected income from the investment a most important consideration in determining the plan. In the past the architect has had to deal with plots of 25' x 100', then 50' x 100', and gradually increasing until the average city block of 200' x 200' or 200' x 300' became economically desirable. A ground area of 40,000 to 60,000 square feet is considered a large plot. In the Radio City project the ground area is 550,000 square feet. This is equivalent to approximately 10 Graybar Building sites or 13 Chrysler Building sites!

One must realize that what might look like a small change in the plan or arrangement of buildings would throw the income of the enterprise anywhere from \$750,000 in the red to \$750,000 in the black—a difference of \$1,500,000 in the annual revenue! This is not unreasonable—imagine a change in a building the size of the Graybar Building which would show a difference of \$150,000 in the rent roll;

multiply this figure by ten and you will have the magnitude of the Radio City project.

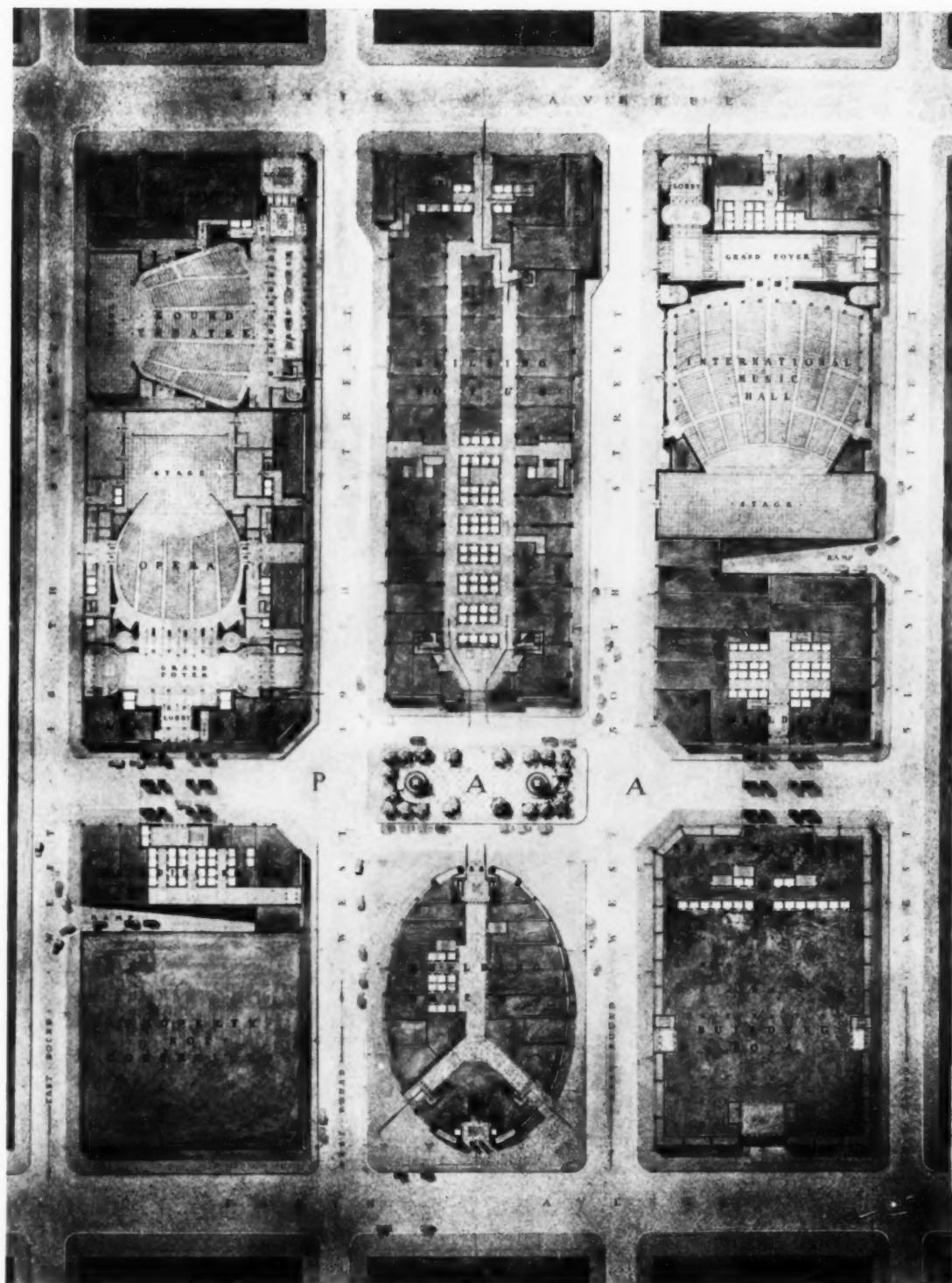
The importance of these income producing considerations cannot be stressed too much. Should the enterprise, as an example of group planning, prove a financial failure, the banking interests, mortgage and realty companies and others who are watching the venture closely would be discouraged as to the professional abilities of architects, and the group planning of commercial structures would go back to the days of 1931 to remain there for a long time to come.

Did neighboring structures affect the design?

No; on the contrary, the values of neighboring properties will in very short order be increased to such an extent as to demand future development and improvement of existing structures. These will then be brought along in the spirit of the Rockefeller project.

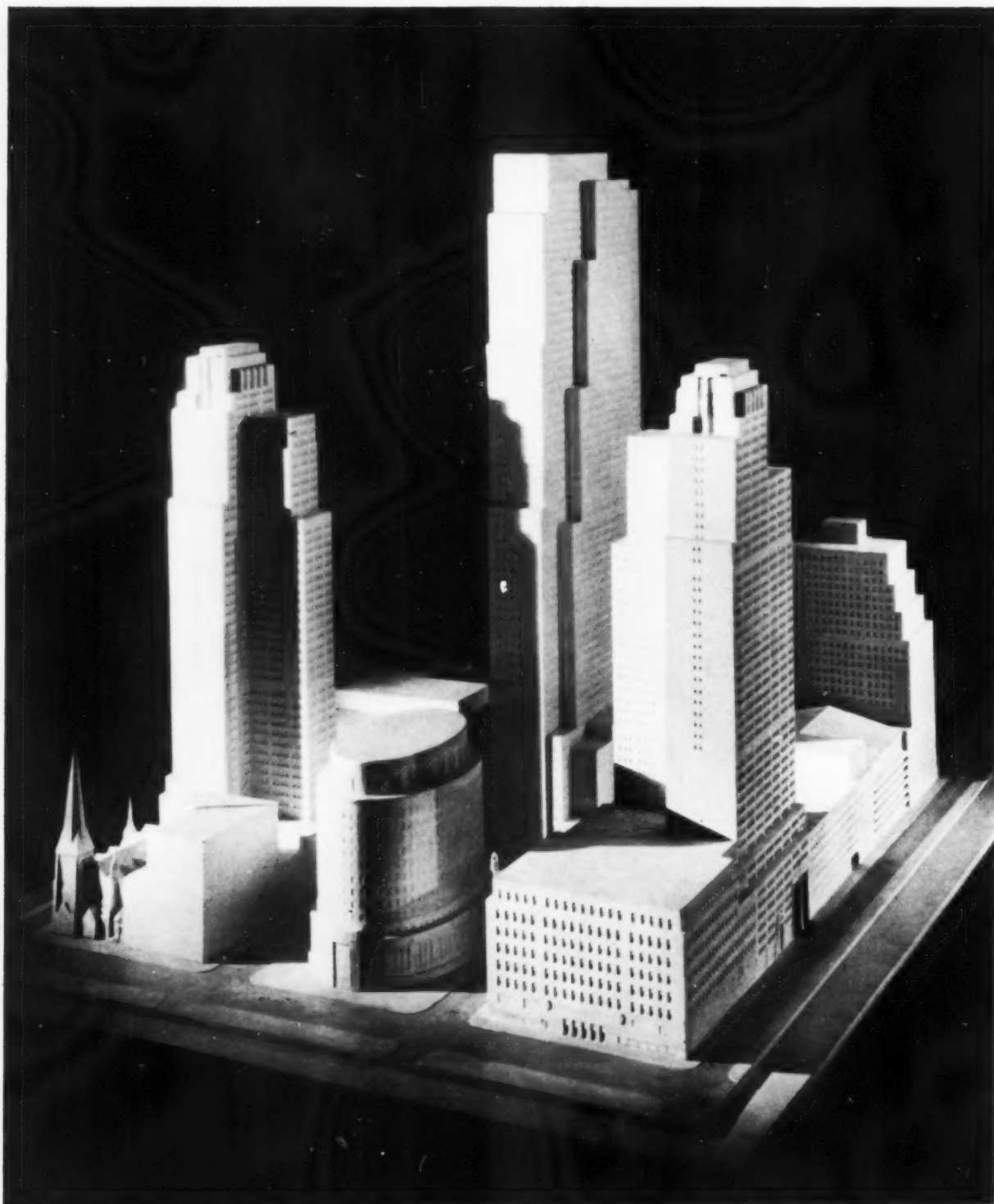
In what way did the problem of traffic influence the planning?

Traffic is an unsolved problem in New York—it was, however, given much thought in the planning of this group. With the theaters and studios of the radio companies, as well as the shops



GROUND FLOOR PLAN

RADIO CITY, METROPOLITAN SQUARE, NEW YORK CITY
 REINHARD AND HOFMEISTER; CORBETT, HARRISON AND MacMURRAY;
 RAYMOND HOOD, GODLEY AND FOUILHOX, ARCHITECTS



Lacornick

VIEW OF MODEL

RADIO CITY, METROPOLITAN SQUARE, NEW YORK CITY
REINHARD AND HOFMEISTER, CORBETT, HARRISON AND MacMURRAY,
RAYMOND HOOD, GODLEY AND FOUILHOUX, ARCHITECTS

and business offices, attracting each day a moving population of 200,000—equivalent to the population of a city like Hartford—some means of facilitating traffic movements had to be found.

Forty-ninth and Fiftieth Streets have been widened 15 feet, each being made a roadway 75 feet wide (approximately the width of Lexington Avenue). Forty-eighth and Fifty-first Streets could not be altered since some of the property fronting on these streets was not under control.

The central plaza with the two new streets parallel to Fifth Avenue likewise opens up the ground plan. This park, from the economic point of view, is not lost space. A new shopping center is created within the group of buildings. A constant flow of traffic from early in the morning until late at night because of the studios and theaters—practically twice the normal shopping day—permits relatively high ground rentals which compensate the loss of revenue from the plaza itself.

Parking space for 663 automobiles is provided on two underground levels running through to all the buildings and united for easy access.

How was the grouping of buildings determined? The office towers are staggered in plan so that one building will not obstruct the others in light or vision. The theaters and studios are kept low as intermediate structures not requiring light.

Why does the bank on the Fifth Avenue site take an elliptical shape? In contrast with the gridiron plan of the city an oval building will be a distinct marker, it is felt. Some feature had to be developed to attract the attention of the passing public on the avenue. Since the property between Forty-eighth and Forty-ninth Streets was not controlled, the middle block alone could be developed with this purpose in view. The oval structure was evolved consequently as a readily recognizable marker. It also opens up the line of vision into the plaza and shopping center, which other-

wise could not be seen easily from Fifth Avenue.

What determined the tower height? Figures—cost and return! The central tower shaft has 2,000,000 square feet of floor area between the second and sixty-fifth stories, or twice the area of the Graybar Building. The tower could of course go higher, but this is not economically necessary.

How was window spacing determined? Purely from a renting standpoint. The fenestration was a natural development from the plan, inasmuch as the service and elevator areas and steel framing were all definitely determined. The steel span of 27' 6" thus became the working unit. By using four windows to a bay the most flexible subdivision of space was secured. Units of two, three or four offices can be easily provided as the tenants may desire. At the same time there is plenty of window area for large working space.

What materials will be used for the exterior walls? This is still an open question. Much study has yet to be given to the external appearance of the buildings. The model, as it stands, represents the rentable cubage. It does not attempt to show any architectural treatment, which is another problem in itself. Four studies have already been made of the exterior of the central tower: one shows a horizontal treatment (to satisfy the "horizontalists"), another a vertical treatment (to satisfy the "verticalists"), the third a wall pattern arrangement (to satisfy the decoratively inclined), and the fourth an undorned arrangement (to satisfy the functionally-minded). Any one of the four schemes can be selected—the rentals will not be affected.

How far did the planning affect the renting schedule? At all times the owners' interest—that is, the renting schedule—was paramount. A sound plan, like a machine, can always be made beautiful!

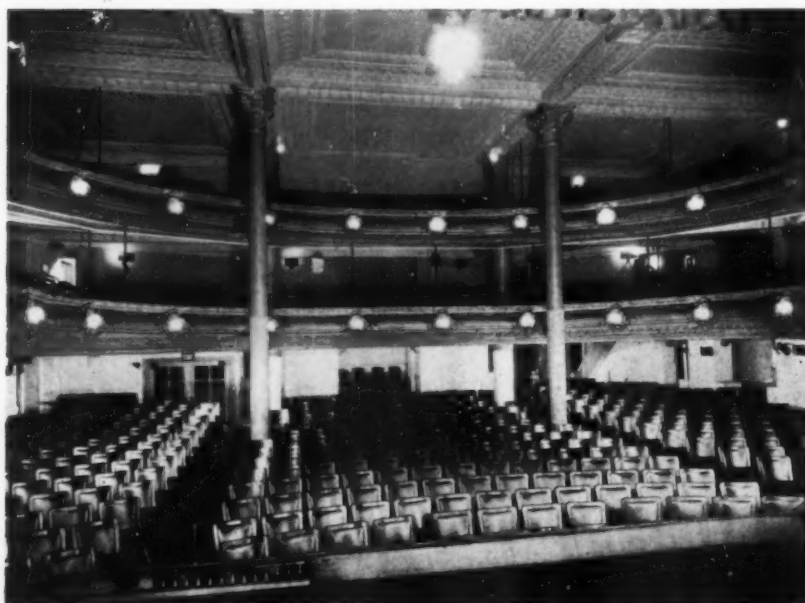


Troubridge

THE PUNCH AND JUDY THEATER

A REMODELING OF AN OLDER PLAYHOUSE IN CHICAGO

EUGENE FUHRER, ARCHITECT—NICOLAS REMISOFF, THEATER CONSULTANT



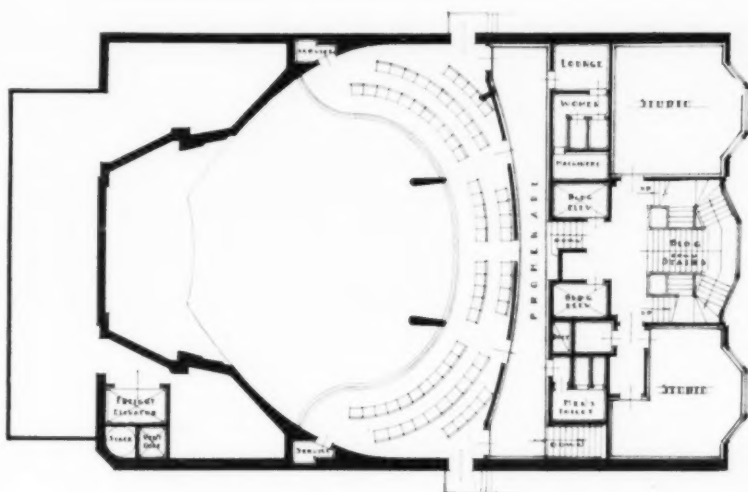
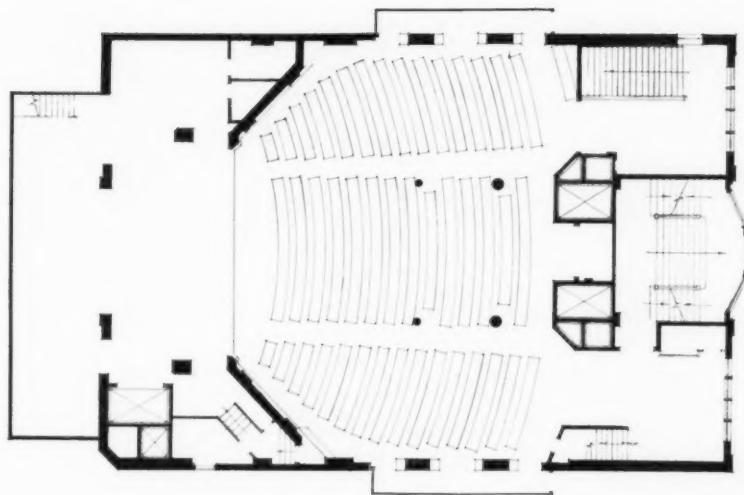
*Kasfmann and
Fabry Co.*

The old Central Theater Auditorium as it appeared when used for light opera and musical productions. With the elimination of the upper balcony and the provision of acoustical appointments, comfortable seats and proper ventilation, it has been adapted to the presentation of "talkies" and motion pictures.

PUNCH AND JUDY THEATER
64 E. VAN BUREN STREET
CHICAGO

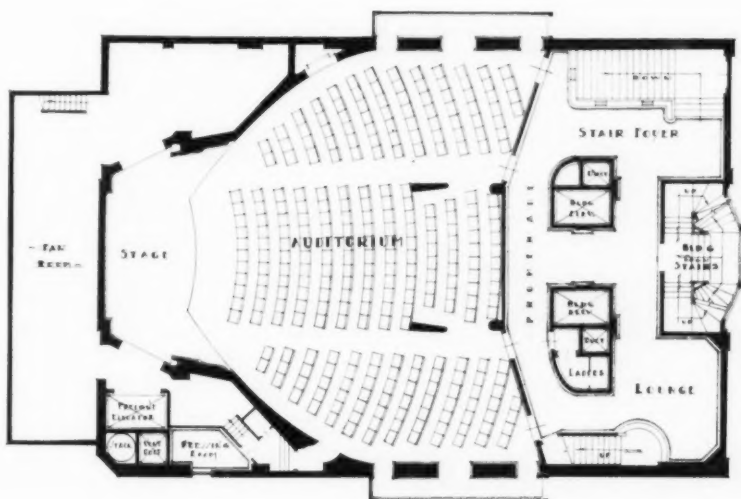
EUGENE FUHRER, ARCHITECT
NICOLAS REMISOFF,
THEATER CONSULTANT

AUDITORIUM PLAN
BEFORE ALTERATIONS



PLANS
AFTER ALTERATIONS

The auditorium interior has been changed from a squarish plan seating 850 to a more circular arrangement accommodating 375. The obstructing columns have been camouflaged into structural piers. The upper balcony has been incorporated into a domical ceiling.





Troubridge

Lights with special reflectors are concealed in the proscenium arch and focused on the curtain, made of silvery silk, which throws back the light into the auditorium. Except for dim lights at side walls this is the only illumination.

PUNCH AND JUDY THEATER, CHICAGO
EUGENE FUHRER, ARCHITECT
NICOLAS REMISOFF, THEATER CONSULTANT



Trenbridge

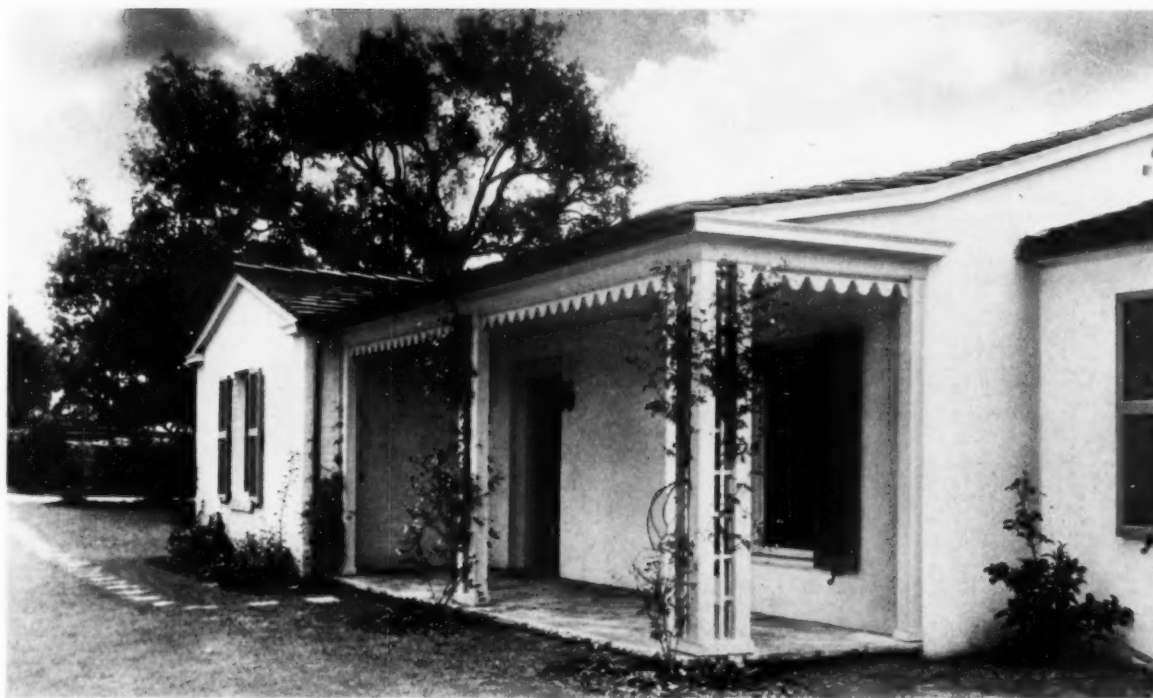
Color scheme is blue, red and fawn. Chairs are upholstered in red with backs in slate black. Carpet is a darker red than the seats. Walls are of fawn or sand-finished plaster with penetrations and ceilings under loges painted black.

PUNCH AND JUDY THEATER, CHICAGO
 EUGENE FUHRER, ARCHITECT
 NICOLAS REMISOFF, THEATER CONSULTANT



Traubridge

PUNCH AND JUDY THEATER, CHICAGO
EUGENE FUHRER, ARCHITECT
NICOLAS REMISOFF, THEATER CONSULTANT



Haight

GOLD MEDAL WINNER—COTTAGE ON ESTATE OF W. R. DICKINSON
HOPE RANCH PARK, SANTA BARBARA, CALIFORNIA
REGINALD D. JOHNSON, ARCHITECT

THE 1930 BETTER HOMES COMPETITION*

The gold medal in the 1930 small house architectural competition, conducted for the first time by Better Homes in America, has been awarded to Reginald D. Johnson, architect of Los Angeles, for his design of a cottage on the estate of William R. Dickinson at Hope Ranch Park, Santa Barbara, California.

Honorable mention in the one-story class went to H. Roy Kelley of Los Angeles for a home at Palos Verdes, to Roland E. Coate of Los Angeles for a home at Leimert Park, and to Donald D. McMurray of Pasadena.

In the one-and-a-half-story class, honorable mention was given to Raymond J. Percival of Hartford, Conn., for his design of the residence of Stanley F. Withe of Sunnyslope Farm, Collinsville, Conn., and to C. C. Merritt of Larchmont, New York, for the residence of Russell Hoyt at Greenwich, Conn.

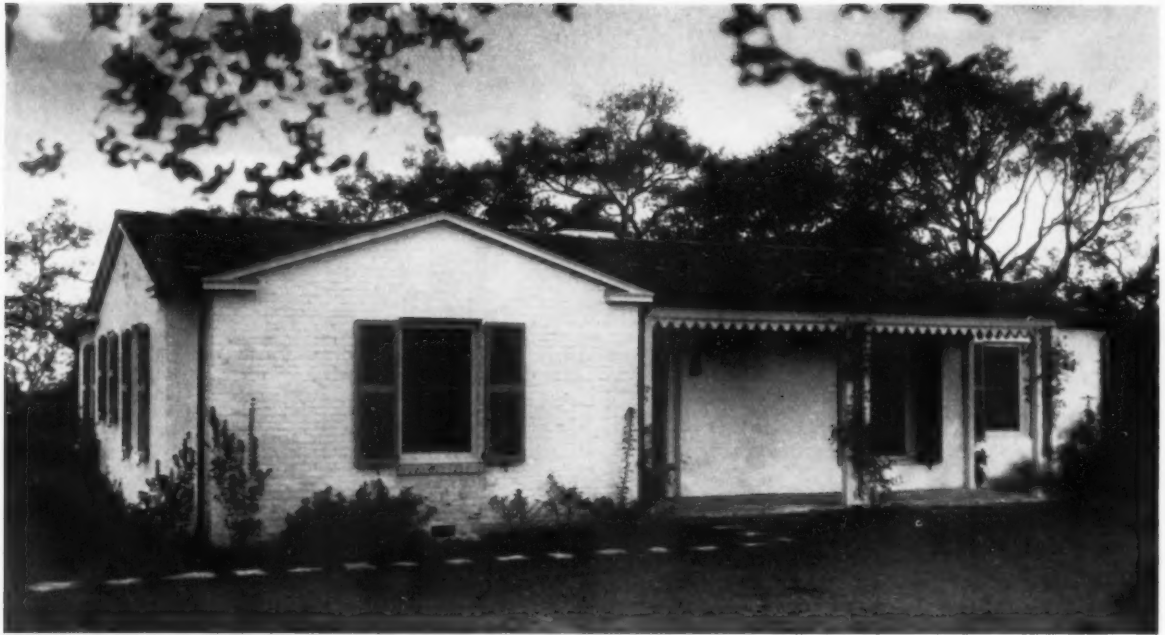
*Each design illustrated is copyrighted as the private property of the architect.

In the two-story class, honorable mention was given to Dwight James Baum, Riverdale, New York, for the residence of Miss E. C. Malady, Fieldston, New York, and to C. C. Merritt of Larchmont, New York, for the residence of Frank H. O'Reilly at Greenwich, Conn.

The awards were made for homes erected in 1929, the purpose of the competition being to discover and to call attention to the best small houses actually constructed during that year. The medal is the gift of Mrs. William Brown Meloney of New York, and is being designed by Gutzon Borglum.

The committee on award, of which Frederick L. Ackerman of New York was chairman, included also George Howe of Philadelphia, William J. Sayward of Atlanta, and Irwin S. Porter and Ward Brown of Washington, D. C.

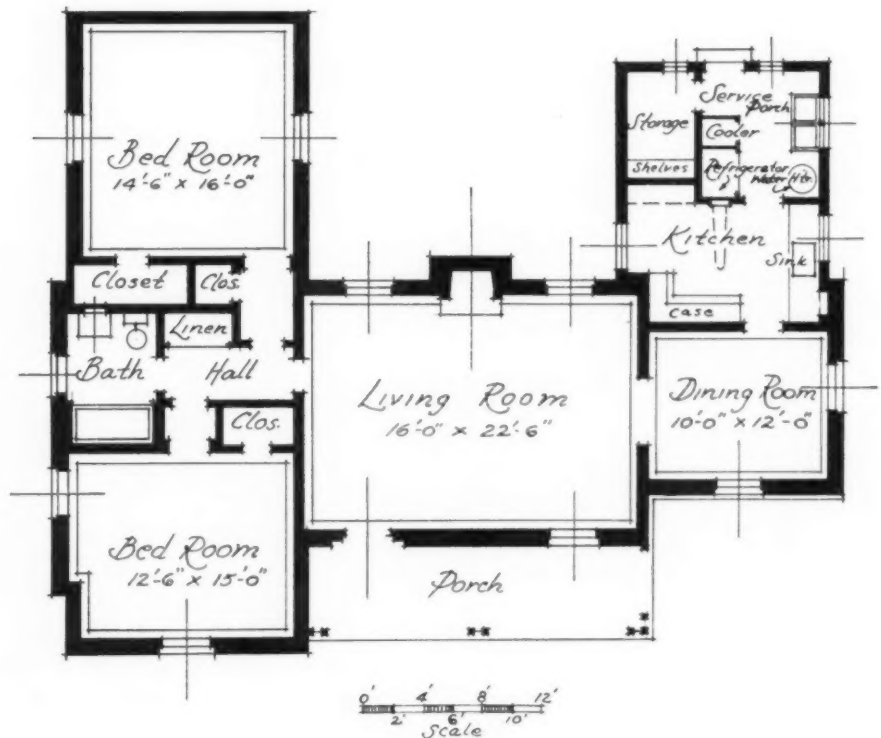
A similar competition will be sponsored in 1931 by Better Homes in America. See announcement in *News in Brief*.



Haight

COTTAGE ON ESTATE OF WILLIAM R. DICKINSON
HOPE RANCH PARK, SANTA BARBARA, CALIFORNIA
REGINALD D. JOHNSON, ARCHITECT

GOLD MEDAL
AWARD
BETTER HOMES
IN AMERICA
ARCHITECTURAL
COMPETITION
FOR 1930





SMALL HOUSE IN PALOS VERDES ESTATES, CALIFORNIA
H. ROY KELLEY, ARCHITECT



HONORABLE MENTION
ONE-STORY CLASS

BETTER HOMES
IN AMERICA
ARCHITECTURAL
COMPETITION
FOR 1930

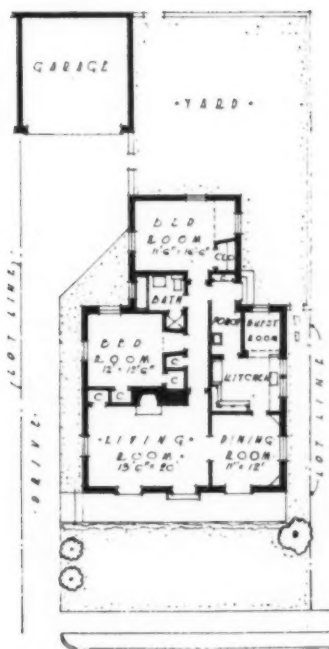


Haight

HOUSE IN LEIMERT PARK
LOS ANGELES
ROLAND E. COATE, ARCHITECT

HONORABLE MENTION
ONE-STORY CLASS

BETTER HOMES IN AMERICA
ARCHITECTURAL COMPETITION
FOR 1930





Hatch



HOUSE OF MRS. M. P. McMURRAY
PASADENA, CALIFORNIA
DONALD D. McMURRAY, ARCHITECT

HONORABLE MENTION
ONE-STORY CLASS

BETTER HOMES IN AMERICA
ARCHITECTURAL COMPETITION
FOR 1930



Haight

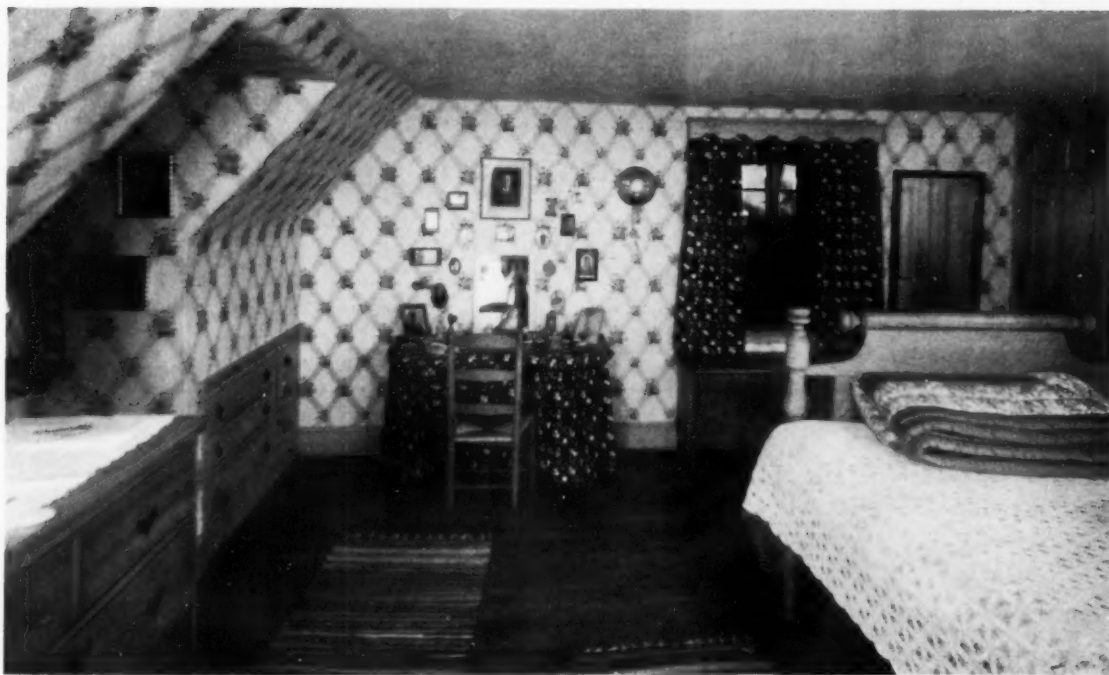
HONORABLE MENTION—ONE-STORY CLASS
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Meyer

HOUSE OF STANLEY F. WITHE, SUNNYSLOPE FARM, COLLINSVILLE, CONN.
RAYMOND J. PERCIVAL, ARCHITECT

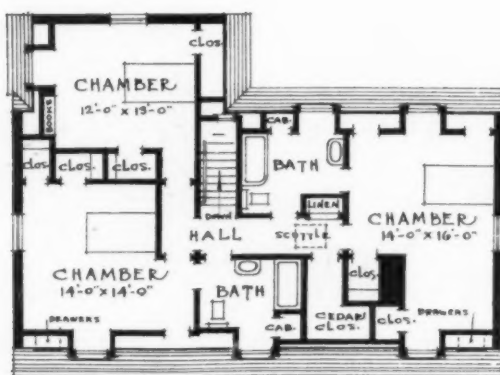
BETTER HOMES IN AMERICA ARCHITECTURAL COMPETITION FOR 1930

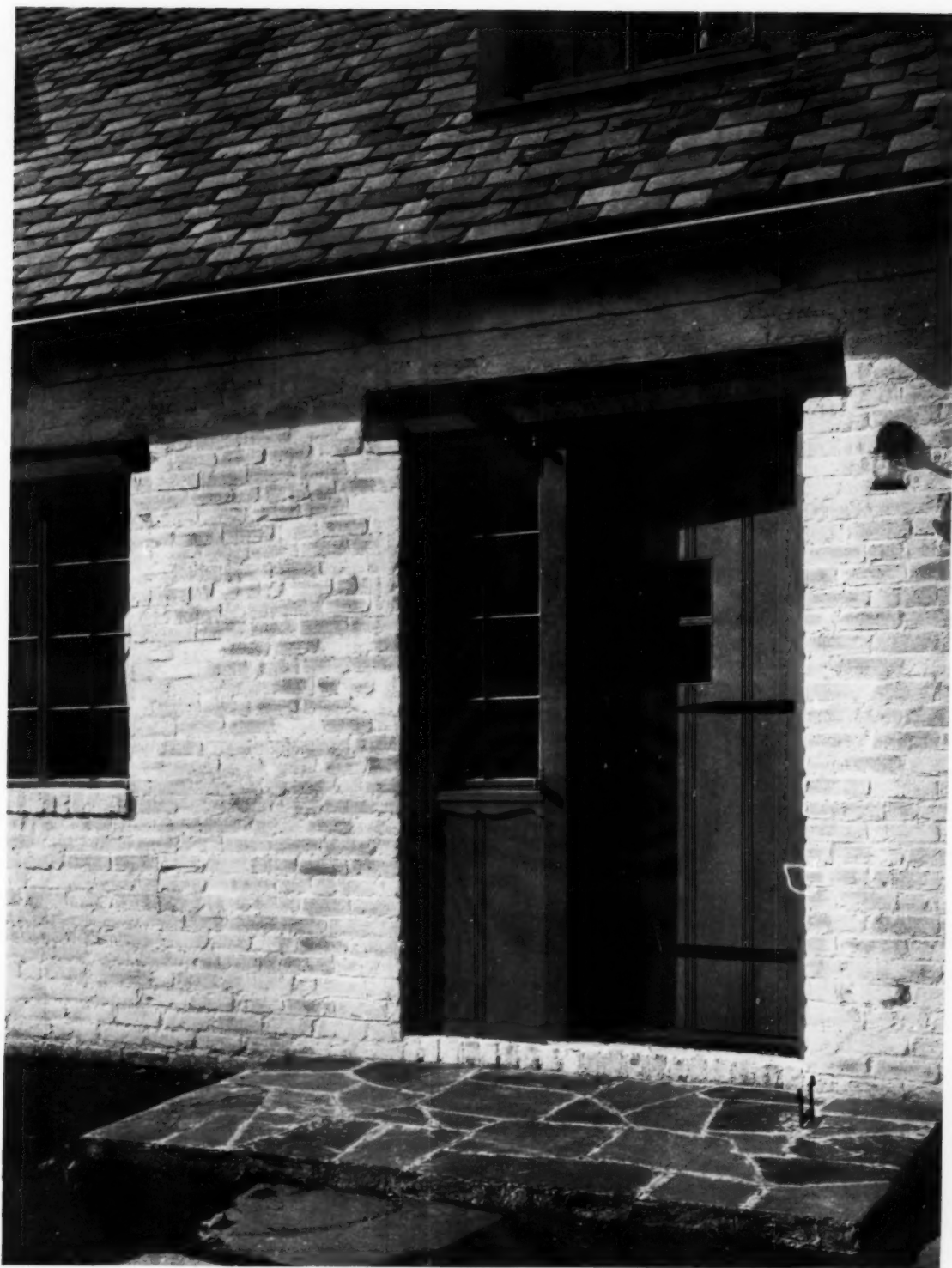


Meyer

HONORABLE MENTION—STORY-AND-A-HALF CLASS
BETTER HOMES IN AMERICA ARCHITECTURAL COMPETITION

HOUSE OF STANLEY F. WITHE, SUNNYSLOPE FARM, COLLINSVILLE, CONN.
RAYMOND J. PERCIVAL, ARCHITECT





Meyers

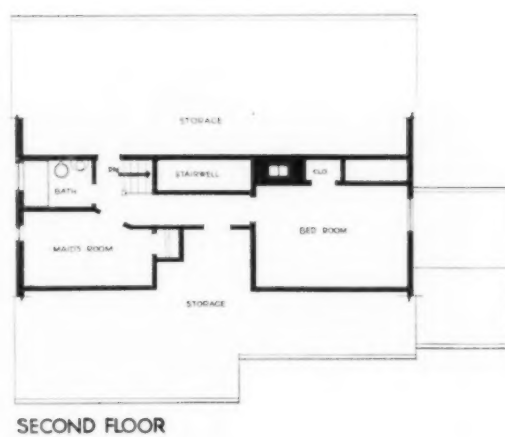
HONORABLE MENTION—STORY-AND-A-HALF CLASS
BETTER HOMES IN AMERICA ARCHITECTURAL COMPETITION

HOUSE OF STANLEY F. WITHE, SUNNYSLOPE FARM, COLLINSVILLE, CONN.
RAYMOND J. PERCIVAL, ARCHITECT



HONORABLE MENTION—STORY-AND-A-HALF CLASS
BETTER HOMES IN AMERICA ARCHITECTURAL COMPETITION

HOUSE OF RUSSELL HOYT, GREENWICH, CONNECTICUT
C. C. MERRITT, ARCHITECT





HONORABLE MENTION—TWO-STORY CLASS
BETTER HOMES IN AMERICA ARCHITECTURAL COMPETITION

HOUSE OF FRANK H. O'REILLY, GREENWICH, CONNECTICUT
C. C. MERRITT, ARCHITECT





Gottsche

HONORABLE MENTION—TWO-STORY CLASS
BETTER HOMES IN AMERICA ARCHITECTURAL COMPETITION

HOUSE OF MISS ELIZABETH C. MALADY, FIELDSTON, NEW YORK
DWIGHT JAMES BAUM, ARCHITECT





Grottscho

HONORABLE MENTION—TWO-STORY CLASS
BETTER HOMES IN AMERICA ARCHITECTURAL COMPETITION

HOUSE OF MISS ELIZABETH C. MALADY, FIELDSTON, NEW YORK
DWIGHT JAMES BAUM, ARCHITECT



Gottsch

HONORABLE MENTION—TWO-STORY CLASS
BETTER HOMES IN AMERICA ARCHITECTURAL COMPETITION

HOUSE OF MISS ELIZABETH C. MALADY, FIELDSTON, NEW YORK
DWIGHT JAMES BAUM, ARCHITECT

PORTFOLIO OF CURRENT ARCHITECTURE



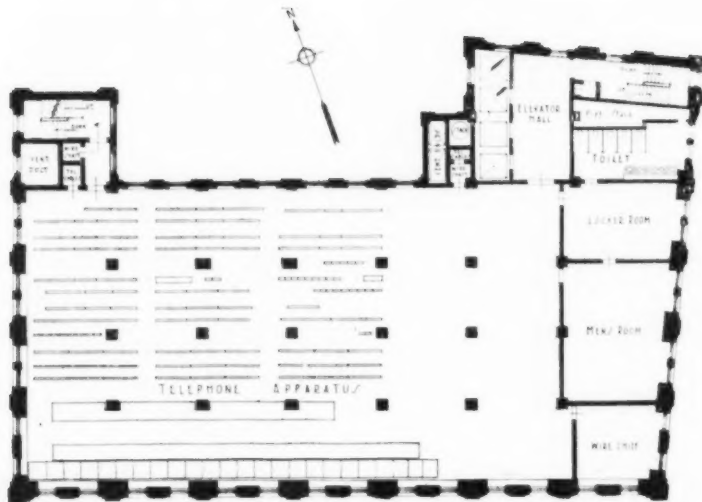
Weller

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY
WORCESTER, MASSACHUSETTS ✓
DENSMORE, LECLEAR AND ROBBINS, ARCHITECTS AND ENGINEERS

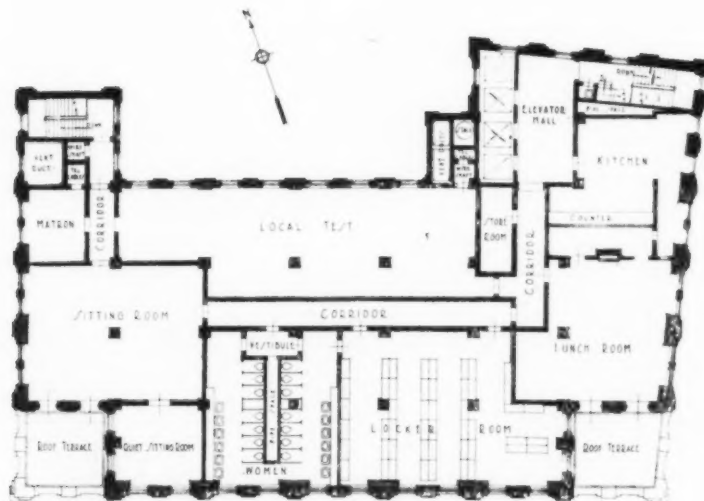


Wetzer

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY
WORCESTER, MASSACHUSETTS
DENSMORE, LECLEAR AND ROBBINS, ARCHITECTS AND ENGINEERS



Second floor plan.



Seventh floor plan.

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY
 WORCESTER, MASSACHUSETTS
 DENSMORE, LECLEAR AND ROBBINS, ARCHITECTS AND ENGINEERS



NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY
WORCESTER, MASSACHUSETTS
DENSMORE, LECLEAR AND ROBBINS, ARCHITECTS AND ENGINEERS



Palmer Shannon

BANK AND OFFICE BUILDING
PHILADELPHIA SAVING
FUND SOCIETY

FIRST STUDY OF PROJECT
NOW UNDER CONSTRUCTION
RENDERING BY HUGH FERRISS

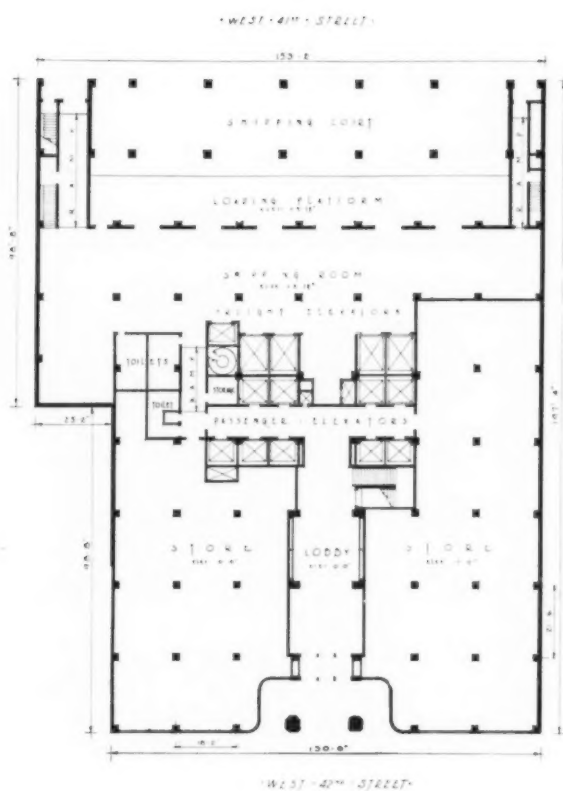
HOWE AND LESCAZE
ARCHITECTS

McGRAW-HILL
BUILDING
342 WEST 42ND STREET
NEW YORK CITY
CONSTRUCTION OF
THIS BUILDING
IS NOW UNDER WAY
RAYMOND HOOD,
GODLEY AND
FOUILHOUX,
ARCHITECTS

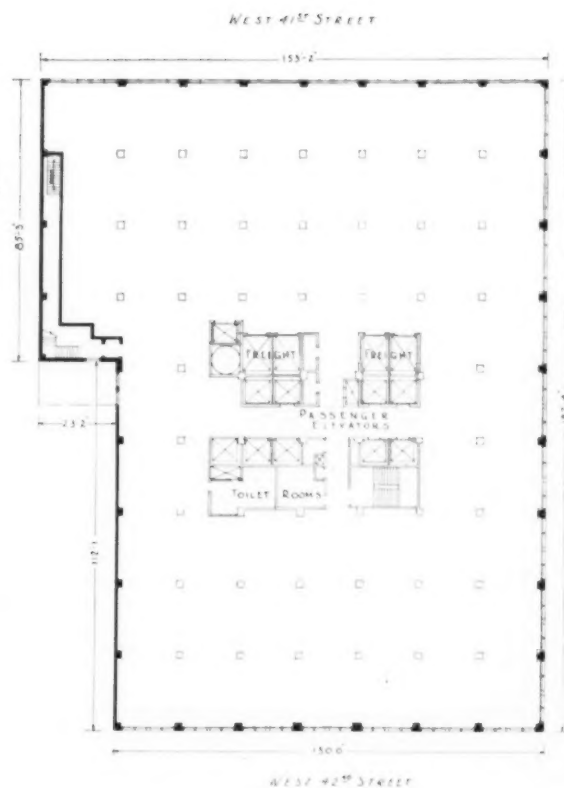


Palmer Shannon

McGRAW-HILL BUILDING
342 WEST 42ND STREET
NEW YORK CITY
RAYMOND HOOD, GODLEY AND FOUILLOUX
ARCHITECTS



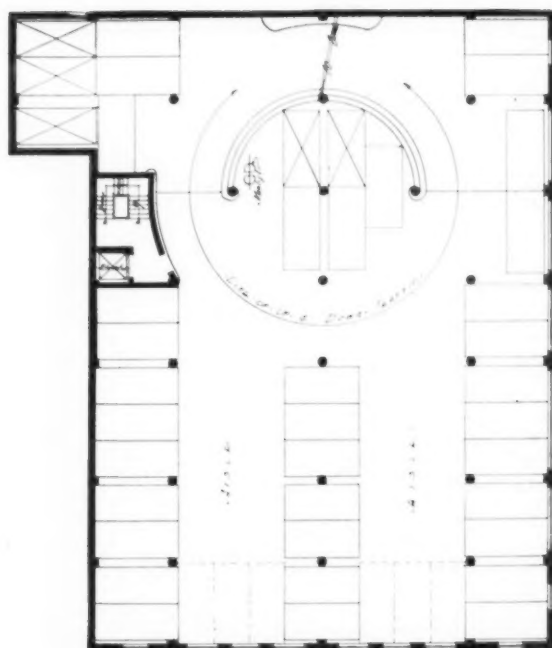
GROUND
PLAN



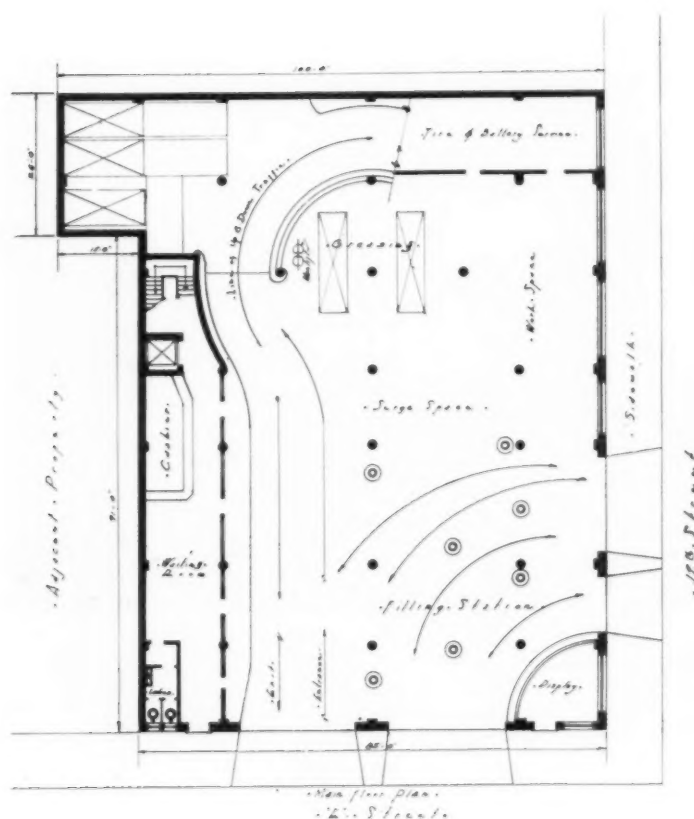
SECOND FLOOR PLAN



RENDERING BY LOUIS BALLOU
GARAGE AND SERVICE STATION, WASHINGTON, D. C.
LEE, SMITH AND VANDERVOORT, ARCHITECTS



TYPICAL FLOOR
CAPACITY: 46 CARS

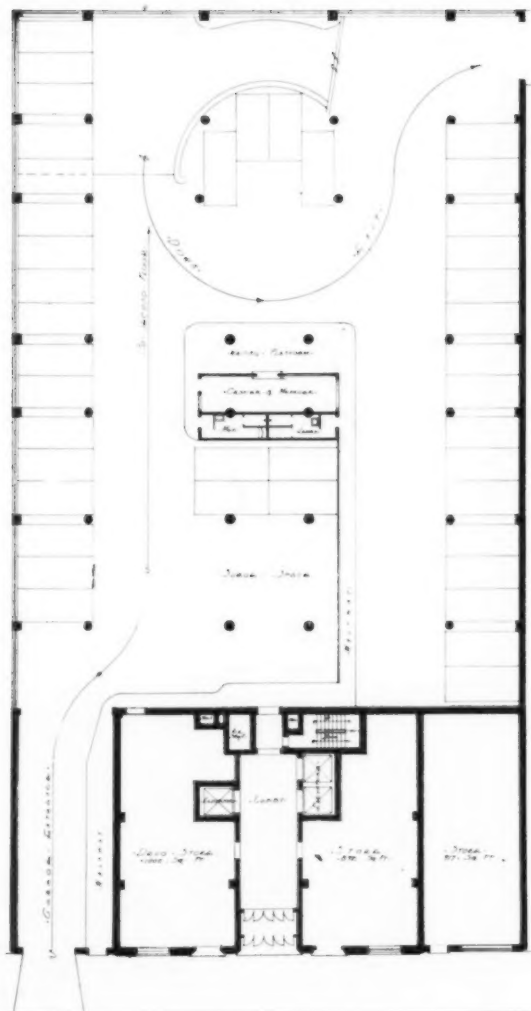


GARAGE AND FILLING STATION
WASHINGTON, D. C.

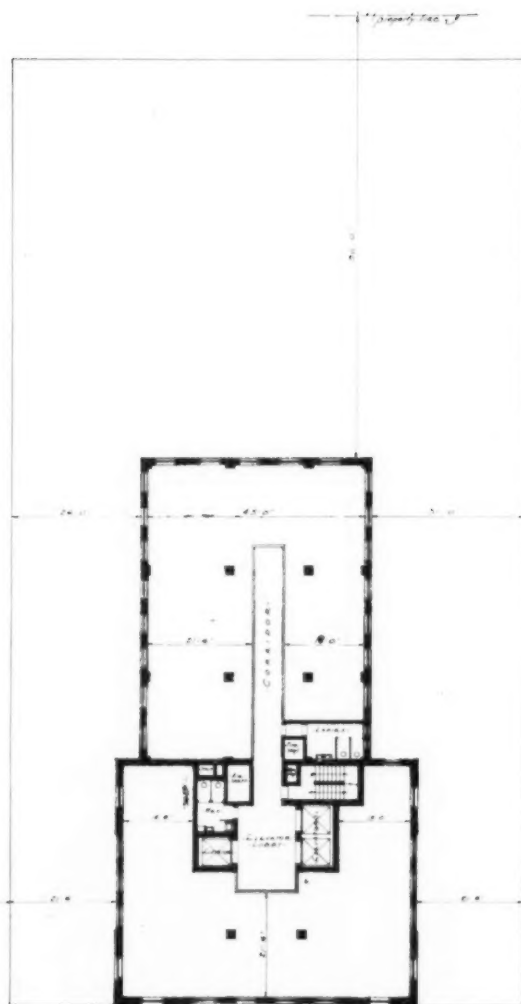
LEE, SMITH AND VANDERVOORT
ARCHITECTS



RENDERING BY LOUIS BALLOU
MEDICAL SCIENCE BUILDING, RICHMOND, VIRGINIA
LEE, SMITH AND VANDERVOORT, ARCHITECTS



FIRST FLOOR PLAN
GARAGE CAPACITY: 50 CARS
(SECOND FLOOR) 61 CARS



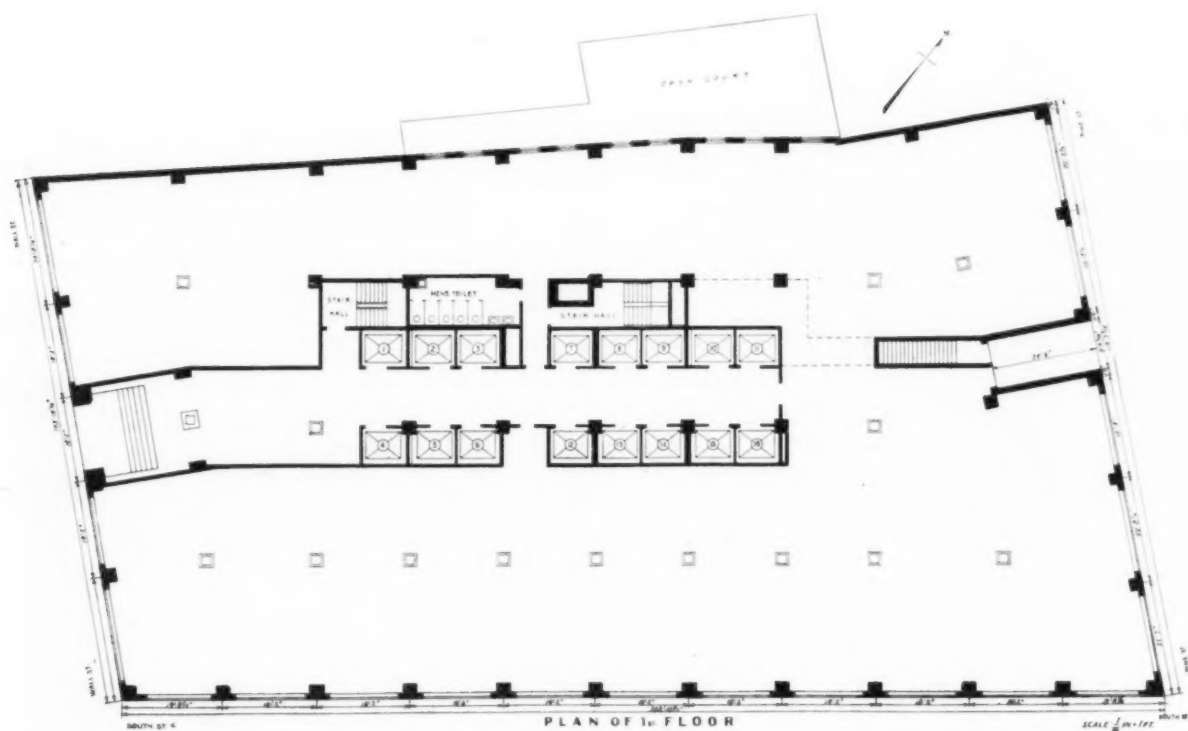
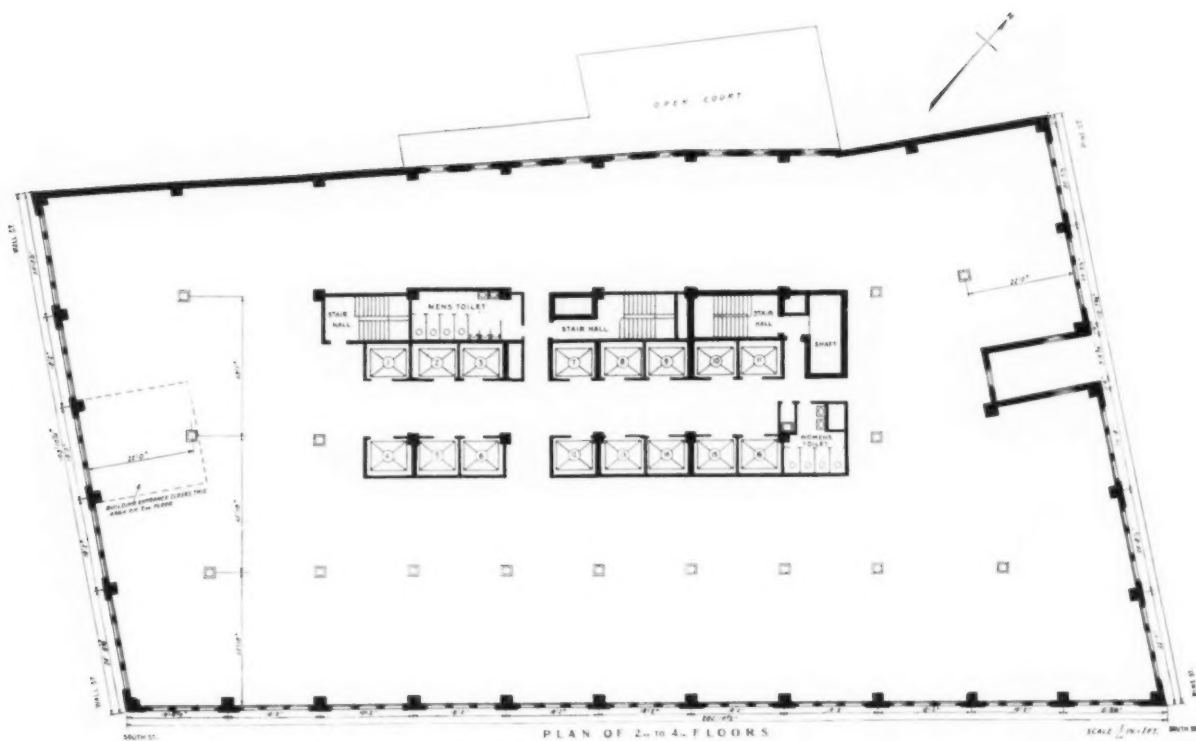
TYPICAL FLOOR PLAN
RENTAL AREA FOR OFFICES:
(11 FLOORS) 36,755 SQ. FT.

MEDICAL SCIENCE BUILDING, RICHMOND, VIRGINIA
LEE, SMITH AND VANDERVOORT, ARCHITECTS



Fischer

OFFICE BUILDING 120 WALL STREET
NEW YORK CITY
ELY JACQUES KAHN, ARCHITECT



OFFICE BUILDING AT 120 WALL STREET
NEW YORK CITY
ELY JACQUES KAHN, ARCHITECT



Gallway

OFFICE BUILDING AT 120 WALL STREET
NEW YORK CITY
ELY JACQUES KAHN, ARCHITECT



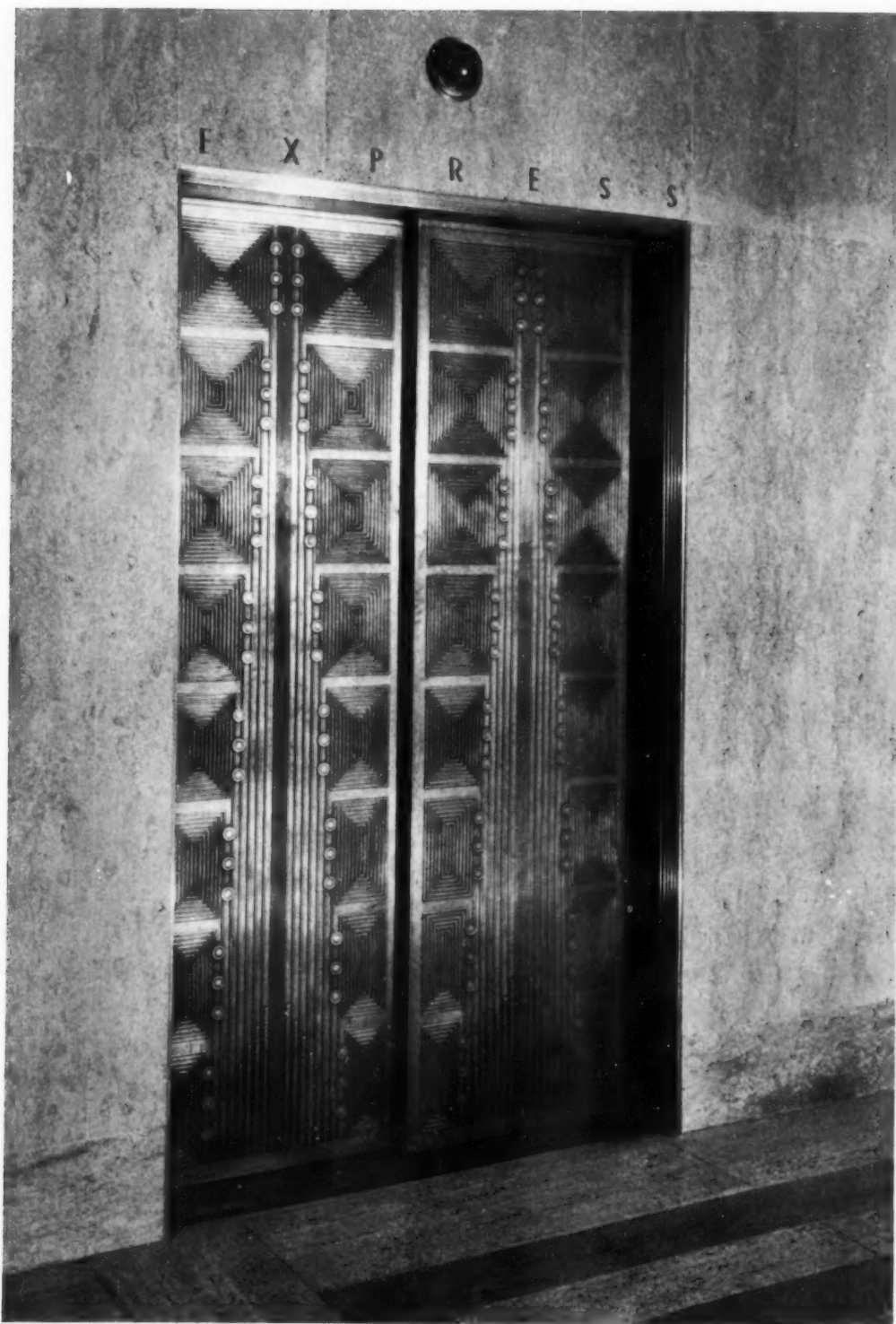
Fischer

OFFICE BUILDING AT 120 WALL STREET
NEW YORK CITY
ELY JACQUES KAHN, ARCHITECT



Fischer

OFFICE BUILDING AT 120 WALL STREET
NEW YORK CITY
ELY JACQUES KAHN, ARCHITECT



Fischer

OFFICE BUILDING AT 120 WALL STREET
NEW YORK CITY
ELY JACQUES KAHN, ARCHITECT



Fischer

OFFICE BUILDING AT 120 WALL STREET
NEW YORK CITY
ELY JACQUES KAHN, ARCHITECT



Keytone

WORCESTER PRESSED STEEL COMPANY
WORCESTER, MASSACHUSETTS
JOSEPH D. LELAND & CO., ARCHITECTS & ENGINEERS

PLASTICS

The selection of the best plastic for a particular use is largely a choice between various manufacturers within a given type of plastic.

At the present time there are *three* basic types of plastic materials from which the architect will have to make his selection:

(1) *Phenolic Resin*, of which Bakelite is an example, is especially valuable for table tops and other uses where a material which will not be damaged by burning cigarettes is required.

(2) *Cellulose Acetate*, of which Lumarith is an example, is especially valuable for its unlimited variety of colors, varying in degrees of transparency; this material is not as resistant to burns as the other two plastics.

(3) *Urea Formaldehyde Resin*, of which Beetle is an example, combines to a modified degree some of the qualities of the other two plastics.

Cellulose Nitrate, of which Celluloid is an example, is not suitable for architectural uses on account of its inflammable quality. *Casein plastics* have not as yet found broad application in the architectural field on account of the tendency to absorb moisture. The various *asphaltic* and *gum plastics* have not yet been developed for general architectural uses, although experimental work is being conducted at the present time which may result in a usable material at low cost.

FORMS AVAILABLE

These plastics are available in a wide variety of molded forms and tubes, rods and sheets. The molded forms include such products as switch plates, door knobs, escutcheons, kick and push plates, telephone sets, toilet articles, electrical appliances and various types of moldings. The article is given its form in a mold (or die) under heat and pressure. With the cellulose products, as there is no chemical change in the molding process, the material may be remolded if again subjected to heat and pressure. With the resins there is a chemical reaction during the molding process which gives the material a permanent set.

The sheet products of phenolic resin (except *catalin*) are composed of laminated paper, canvas or linen which has been impregnated with a resin solution and formed into a homogeneous mass by the application of heat and pressure. For architectural purposes thin sheets of this material are frequently cemented to a base of wood ply board, insulating board or asbestos board. For table and counter tops, the ply board is generally surrounded on all sides by plastic material. Cellulose products may be obtained in sheets up to 21" x 50". The



STORE FRONT OF POLISHED BLACK FORMICA, WABASH AVENUE, CHICAGO. DESIGNED BY NELSON AND NOVOTNY COMPANY

maximum size sheet which can be obtained for the phenolic resins depends on the manufacturer. Spauldite maximum size is 38" x 49". Formica may be obtained in sheets 3 x 7 feet and in some cases 3 x 10 feet, although cretonne and tapestry finishes are limited to 2' 6" widths.

COLORS AND FINISHES

Phenolic resins panel stock may be obtained in a wide variety of finishes but the tendency to date has been to imitate existing materials such as marble and wood; a process of color printing has been developed which produces surface photographic effects. Various types of colored canvas can be used in the manufacture of laminated sheets. Manufacturers are willing to make up such sheets where a fairly large quantity of the material is desired. This type of wall covering would be especially advantageous for rooms where frequent washing of the walls is desirable. The phenolic resins generally come in two finishes, satin and high gloss. The satin finish has the same appearance as the finest hand-rubbed varnished finish. The high gloss finish is equal to that of highly polished glass or marble.

The cellulose group materials have a wider range of color effect than the phenolic resins. Cellulose acetates may be obtained in pure white, mother of pearl, ivory and various mottled effects of light tints. The cellulose plastics come in high gloss and satin finish.

RESISTANCE TO SCRATCHING

The plastics are somewhat more resistant to scratching than a varnished surface; when scratched, the mark can be removed by rubbing with pumice stone.

ARCHITECTURAL USE OF PLASTICS

CHEMICAL CONSTITUENTS	CELLULOSE NITRATE		CELLULOSE ACETATE	UREA FORMALDEHYDE RESINS	PHENOLIC RESINS	
TRADE NAMES	Celluloid Amerith Fiberloid	Nixonoid Pyralin Lucite	Lumarith Plastacele Rhodoid Masuron	Aldur Beetle Luxite	Bakelite Durez Indur Makalot Durite	Formica Micarta Panelyte Spauldite Textolite and others
FORM	Molded products—tubes, rods and sheets.		Molded products—tubes, rods and sheets.	Molded products—tubes, rods and sheets.	Molded products—tubes, rods, paper and fabric sheets (with filler).	Cast products — rods, sheets, tubes or special castings (no filler).
PRINCIPAL CHARACTERISTIC	Inflammable.		Variety of color. Less inflammable than cellulose nitrate, but will support combustion. Valuable for electrical insulation.	Stands hot water. Chairs but will not support combustion.	Not damaged by burning cigarettes. Stands 300 deg. Fahr. Valuable for electrical insulation.	Non-inflammable; chars but does not burn. Valuable for electrical insulation; stands 350 deg. Fahr. without discoloration.
SUITABLE FOR	Hardware, wall panels, and decorative purposes; not for table tops.				Panels for interiors, store fronts, table tops, restaurant counters, hardware, toilet seats and electrical work.	Panels for interiors, counters, etc., hardware, bathroom fittings, lamps, lighting fixtures and electrical work.
COLORS and EFFECT OF SUNLIGHT	Unlimited colors. Mottled effects; but colors obtained from dyes will fade in direct sunlight. Mineral pigments will not fade.				Wide variety; but the light-colored material tends to turn yellow when exposed to direct sunlight or ultraviolet light. Best to use only in darker shades.	Large variety of transparent, translucent, and opaque colors. Colors obtained from dyes will age in direct sunlight; mineral pigments will not fade.
TRANSPARENCY	Opaque, translucent and transparent.			Not transparent.	Opaque only.	Transparent, translucent, opaque.
EFFECTS OF WATER—Cold, —Hot;	Slight swelling. Swells and softens.	Slight swelling. Swells and softens.	None. None—(used for coffee cups).	None. Some deterioration on long immersion.	None.	None. Softens above boiling point.
EFFECT OF ALCOHOL	Softens.	Spots.	Not affected.	Not affected.	None.	None.
EFFECTS OF ACIDS—Weak; —Strong;	None. Decomposed.	Slightly attacked. Decomposed.	None. None.	Presence greatly decreases water absorption resistance. Decomposed by HNO ₃ , H ₂ SO ₄ , and by HCL and H ₂ F ₂ , which attacks fillers.	None. None.	None. Slightly attacked.
EFFECTS OF ALKALIES —Weak; —Strong;	None. Decomposed.	Slightly attacked. Decomposed.	None.	Slowly softens, except special grades. Disintegrates.	None.	None.
EFFECT OF ANIMAL AND VEGETABLE OILS	None.	None.	None.	None.	None.	None.
EFFECT OF HEAT	Decomposes 100 to 150 C.	More stable than Cellulose Nitrate.	Offensive odor at 200 deg. Fahr.	Withstands 300 degrees Fahr. without hardening and shrinkage.	Odorless; stands 350 deg. Fahr.	
THERMAL CONDUCTIVITY B.t.u. per sq. ft. 1" thick per 1 deg. Fahr.	.9—1.5	1.6—1.7	1.2—2.3	1.25 to 1.8	
SOFTENING POINT—Deg. Fahr.	160—195	160—250	None.	None.	None.	
APPROXIMATE COSTS PER SQ. FT.	Sheets 1/32" \$.20 Veneer 1/32" on one side of insulating bd. .30 Two sides of insulating bd. 1/8" .50 Two sides 1/8" .55 Two sides 3/4" .60 Two sides 3/4" asbestos bd. .55		Sheets 1/32" \$.40 Veneer 1/32" on one side of insulating bd. .50 Two sides of insulating bd. 1/8" .80 3/8" insul. bd. .85 3/4" insul. bd. .90 3/4" asbestos board .85		Laminated paper filler 1/16" \$.55 Laminated fabric filler 1/16" .65 Veneer 1/16" two sides of 1/8" insulation board .80 1/8" insulation board 1.25 3/8" insulation board 1.35 1/2" asbestos board 1.25 3/8" asbestos board 1.35	
COMPANIES PRODUCING PLASTIC MATERIALS	Celluloid Corp. Fiberloid Corp. Pyralin DuPont Viscoloid Co. Nixonoid Nixon Nitration Works		Lumarith Celluloid Corp. Masuron John W. Masury Plastacele DuPont Viscoloid Co.		Beetle Synthetic Plastics Co. Aldur Aldur Corp. Luxite Wilbur & Williams	
					Bakelite Bakelite Corp. Celoron Continental Diamond Fibre Co. Durez General Plastics Inc. Makalot Makalot Corp. Textolite General Electric Co.	
					Durite Stokes and Smith Co. Formica Formica Insulation Co. Spauldite Spaulding Fibre, Inc. Micarta Westinghouse Electric Panelyte Panelyte Co.	
					Catalin American Catalin Co.	

REAL ESTATE SUBDIVISIONS FOR LOW-COST HOUSING

By A. LAWRENCE KOCHER and ALBERT FREY

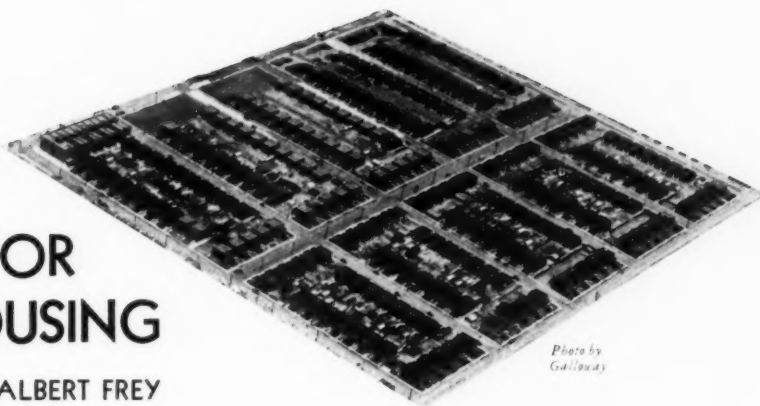


Photo by
Grailway

The small lot on near-metropolitan areas exists as an economic necessity. Its size is determined by what the public will (not what they should) buy. The purpose of this study is to present a method for improving the shape and use of the minimum size lot for low-cost housing.

SMALL LOTS NECESSARY

The typical demand for small single-family houses in the environs of New York is shown by the thousands of small houses on extremely narrow lots that have been sold in the Borough of Queens during the last six years. "These houses, some of flimsy construction, and all built in monotonous rows on narrow lots, with most street improvements lacking and with no provision for community life or for parks and playgrounds, are but a sorry makeshift as a solution of the housing problem."* The sales price of these houses ranges from \$4,800 to \$7,500. On Sundays and holidays there are hundreds of prospective buyers attracted to these projects. They are attracted by what represents the minimum price as much as by the cherished desire to own a house.

In order to compete with speculative builders and realtors, architects *must* accept the minimum size lot as an economic necessity for lowest cost housing. They should, however, devise a method for improving the use of small lots. Small house construction can be stimulated at this time by (1) an improved arrangement of minimum size plots; (2) a more economical and desirable house plan; (3) greater use of factory-made parts in order to reduce erection costs.

*Regional Survey of New York and Its Environs, Vol. VII, p. 354.

LOT SHAPES AND HOUSE TYPES

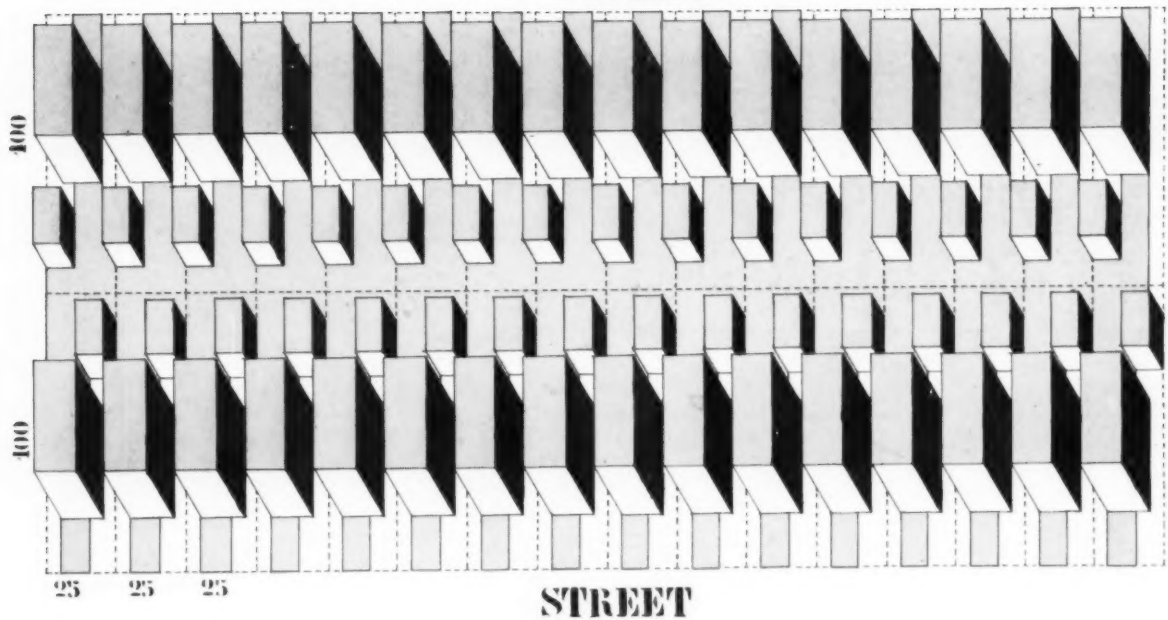
A scheme is proposed in the following pages which makes use of plots that are square in shape. In place of the 25 by 100 foot lot, a similar total area, 50 feet by 50 feet, is suggested. Instead of houses placed in rows, there is a staggered placement of houses that insures reasonable privacy, preserves a large garden space, greatly reduces the fire hazard and insures an abundance of direct sunlight.

The house plan includes a living room, combined kitchen and dining room, porch, roof terrace, three bedrooms and bath. Living rooms are on the upper floors with all windows toward the garden. Blank walls front streets and neighbors. There is no excavated basement but provision is made on the ground level for a garage, laundry and storage space. By locating the garage within the ground area of the house, there is no encroachment on the garden space, other than by driveway. The auto drives for four houses may be combined as one.

COSTS

Houses that sell for \$5,000 and upward are, in most localities, a "drug on the market." They are more costly than the vast potential home buying public can afford. Investigation, however, should be made of means whereby costs can be lowered by the production of houses in groups and by a greater use of building parts produced by industry that will contribute toward the elimination of slow, antiquated and inefficient building methods.

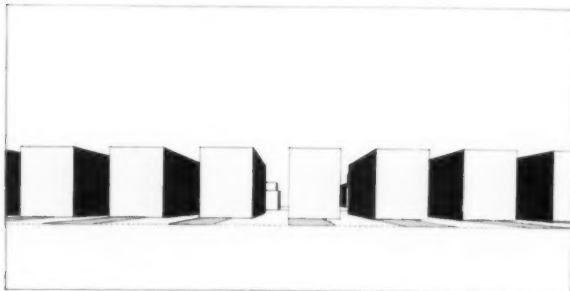
STREET



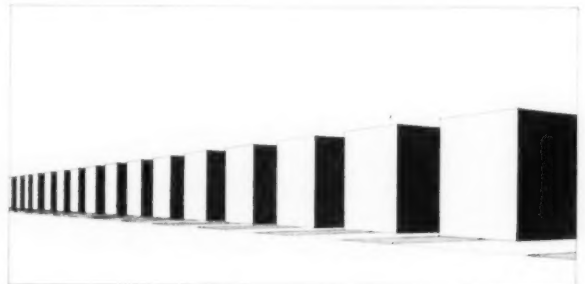
Row Houses on narrow, deep lots are undesirable because:

House plans are narrow and deep.
Space between houses is too limited.
Little light and sunshine admitted by side windows.
No privacy.

Fire danger.
Monotonous repetition of similar shapes.
Garden space divided.
Garages at rear are difficult of access.



Front appearance of narrow row houses shown schematically, illustrating the close spacing.



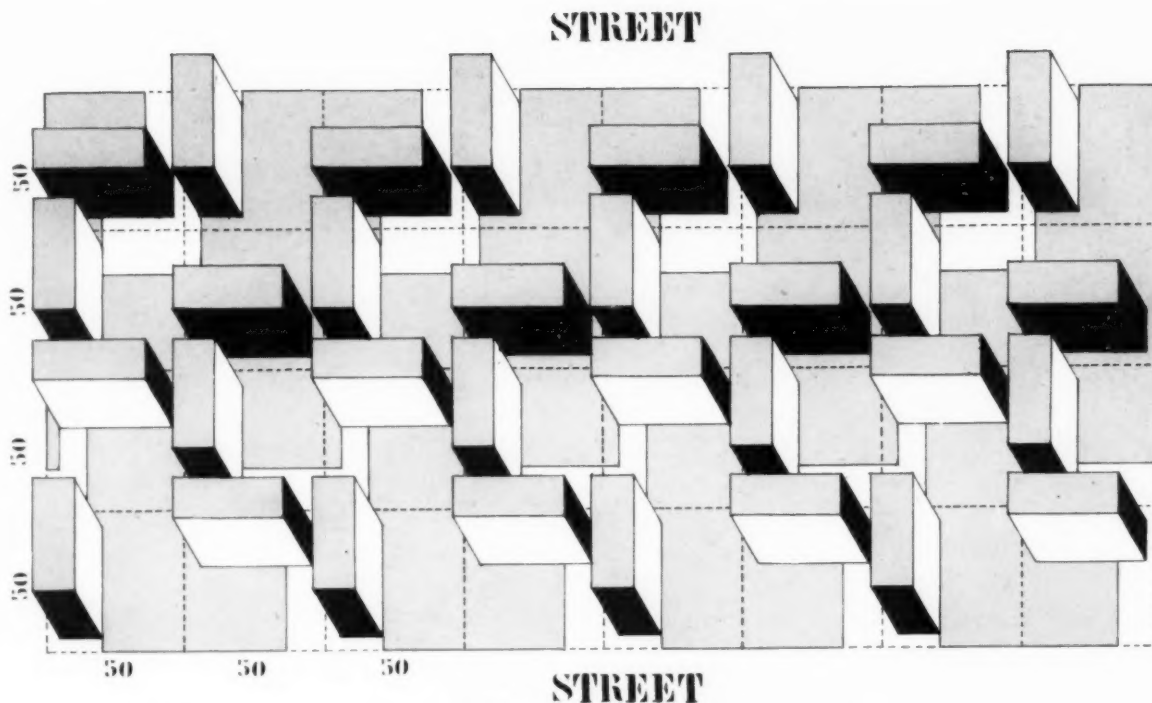
View along street showing monotony of repeated masses with absence of individuality.



Typical row houses as shown in diagrams above.



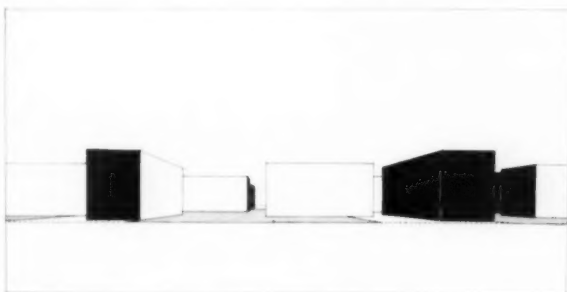
Houses arranged in soldier courses.



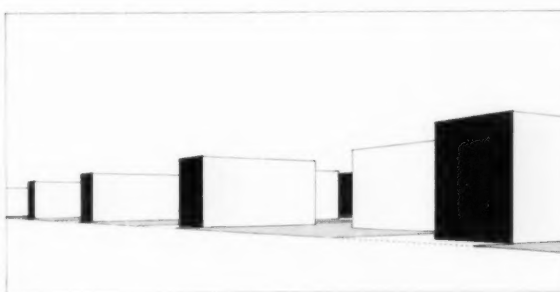
Improved subdivision with same area and number of houses shown on opposite page:

(Black indicates blank walls.)
Houses are wide and shallow.
Broad garden area is at side of house.
All windows are at side toward garden.
There is attractiveness and individuality in grouping.

There is unobstructed sunlight and privacy because of wide spacing and staggered arrangement.
Garage included in cube of house.
One driveway serves four houses with minimum encroachment on garden area.



Front view showing wide and open spacing on plots 50' x 50'.



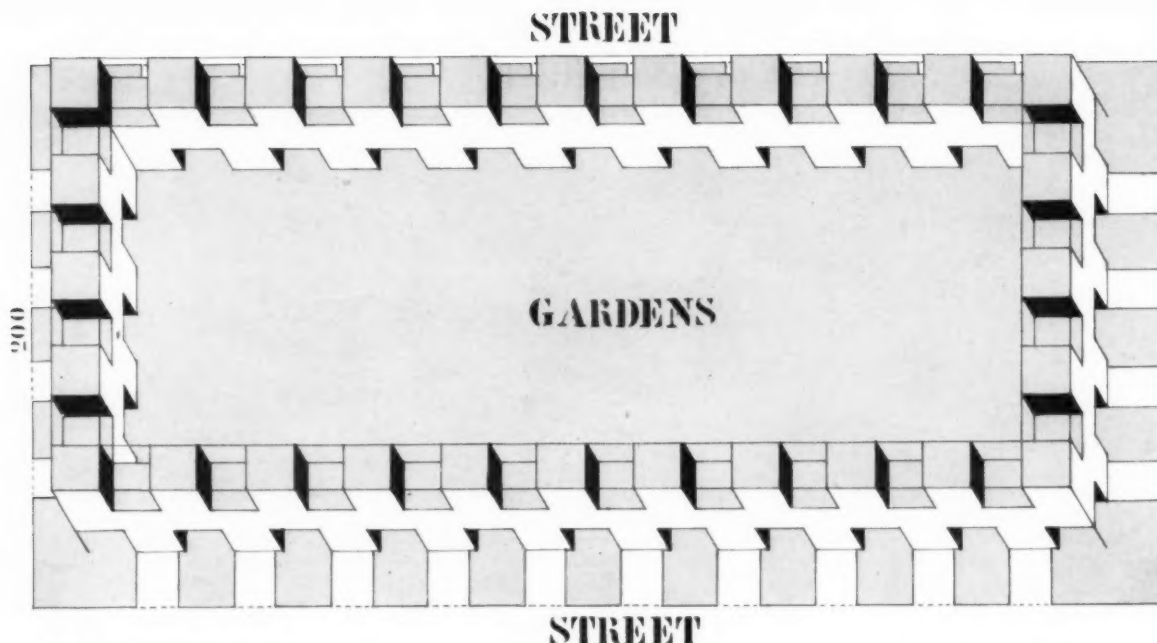
Elimination of monotony by "staggered" arrangement. Houses on street are 100' on centers.

The houses illustrated at right, in Forest Hills Gardens, Long Island, Wilson Eyre, architect, are made attractive by their staggered grouping.

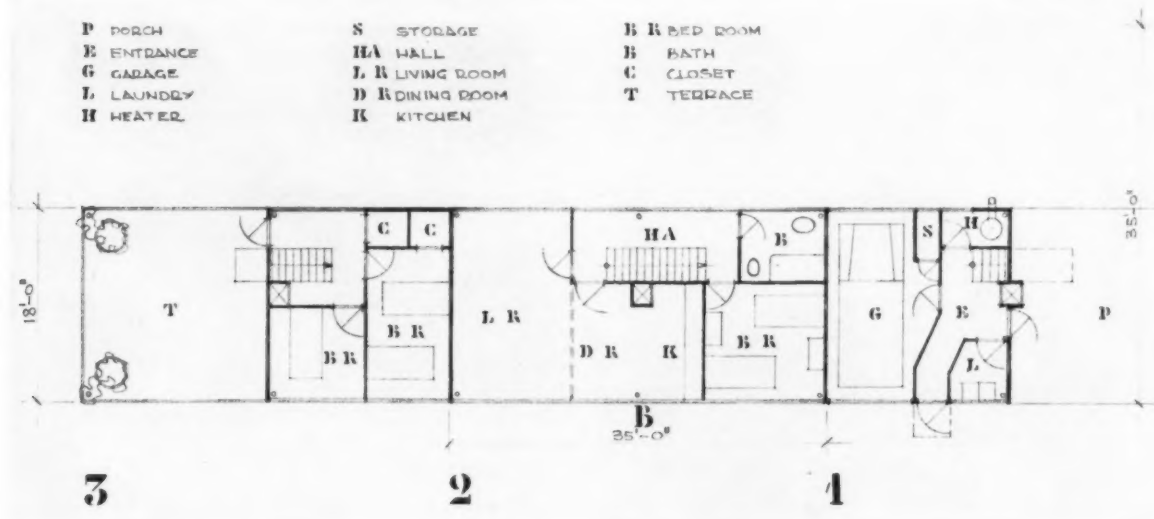
The real estate subdivision with low-cost houses may be given a similar setting by arrangement suggested on this page. The entire block may be treated as a garden.



An actual example of scheme proposed above.



Continuous houses. Where land values are excessive and recreation areas are nearby it is logical to accept the continuous arrangement. Open porches on the ground floor penetrate the row and establish a relation between street and garden. Free passage of air is admitted to the garden court. Each house is provided with a roof terrace overlooking the garden.



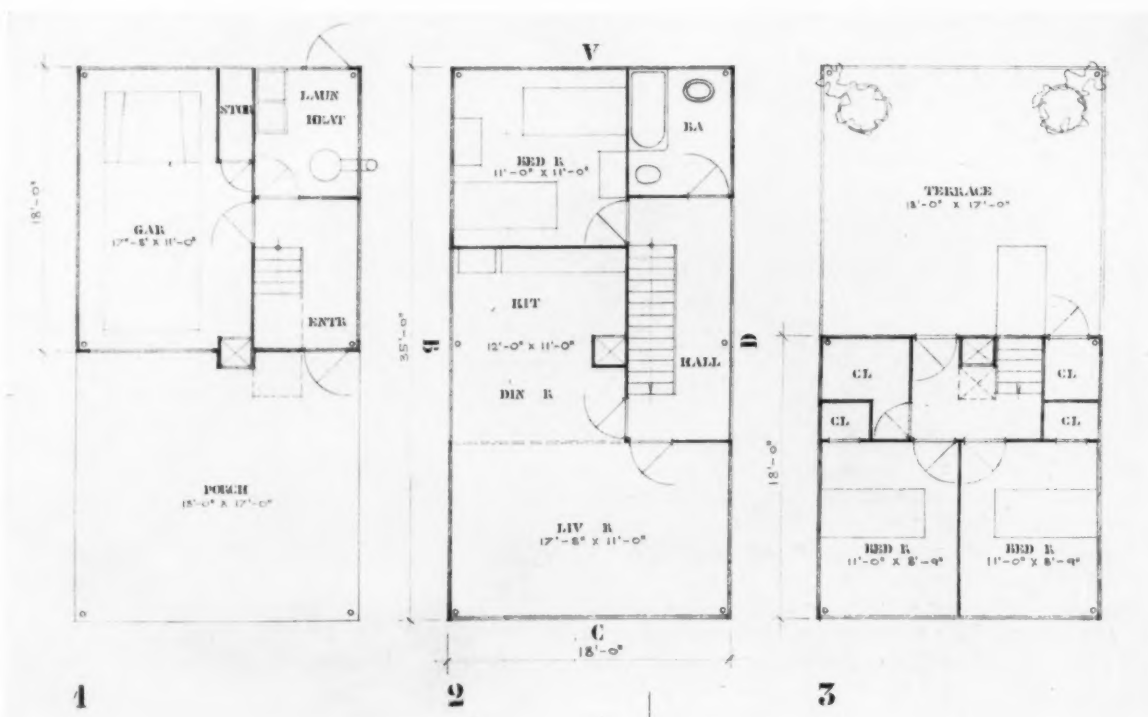
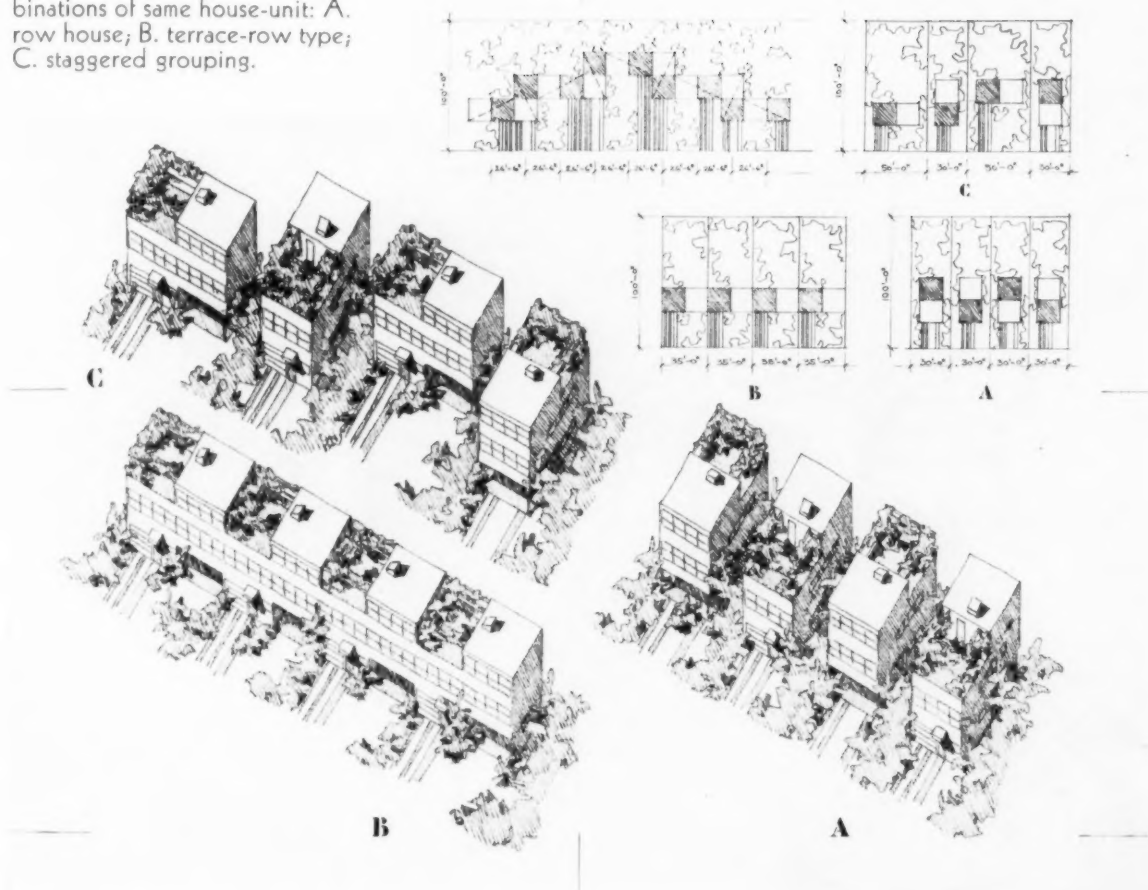
Proposed floor arrangement for above scheme.



Typical and undesirable continuous houses showing pretentious (false) fronts and a depressing side toward the court.

The housing scheme on opposite page is intended for the small lot subdivisions that exist where land values are high. The characteristic feature of this house scheme proposed is the location of ground porch and roof terrace at opposite ends. This makes it possible to obtain, simultaneously, sunshine or shade. When placed in rows as single houses the position of terrace and porch alternates, giving privacy between blank walls of neighboring houses. Windows of living and sleeping rooms face to front and rear. The area occupied by the house is regained for outdoor living space by roof garden and inside porch.

Airplane view of three combinations of same house-unit: A. row house; B. terrace-row type; C. staggered grouping.



Plans of unit house.

ONE OF THE SEVEN
HOUSES BUILT AND SOLD
AT EASTON, MD., BY W. D.
BRINCKLOE, ARCHITECT



AN ARCHITECT DEVELOPS HIS OWN BUSINESS

To the Editor:

Perhaps you might be interested in something which I have been doing along the line of Real Estate Developments.

Easton, Maryland, is a little country town of 4000; several hours away from the nearest city. Talbot County, however, has very beautiful waterfronts; these sites have brought here a number of city folk, including myself.

A year ago, one of these "immigrants" suggested to me the idea of building about 20 small houses on a very attractive piece of property, just within the town limits. "Let's have brick walls and tile roofs," he said. "I believe it's possible to sell houses on the basis of *quality*, rather than *price*; in other words, our sales-talk will be that the purchaser will save money, because there won't be any repairs or repainting."

So we formed a partnership; he supplied the money and I supplied the plans and supervision. We built seven houses, varying from 5 rooms to 7 rooms, every one entirely different in both design and plan. Because of the low wages which are paid in all rural districts, we built these houses, all complete, by contract, for prices ranging from \$5200 to \$6500. These prices included steam heat, hardwood floors, tiled bathrooms, garages, etc. The 60-foot lots were put in at \$900 apiece, including sidewalks, etc.; shrubbery and trees cost \$50. Incidentals came to about \$100 more. Profit was \$500—half for the partner, half for my services. He is a wealthy man; therefore he financed the whole thing himself. The purchaser pays \$500 down and from \$45 to \$60 per month, depending on the cost of the house. This takes care of interest and pays off the principal at the rate of about \$200 per year. At the end of five years the monthly rate drops,

decidedly; and the remainder of the mortgage can either stay more or less indefinitely, or be paid off fairly rapidly, as the purchaser elects.

Though my share does not quite equal full 6% commission, the volume of work makes it worthwhile; especially as much of it can be done in the dull season. My partner gets a thoroughly safe 6% investment for his money besides a small additional profit.

The results have been thoroughly satisfactory. Of the seven houses already built, five are sold; and the two remaining ones will no doubt go very soon. At first, we built houses entirely on speculation; but now that the development is a success, we will only build on order.

You will notice several very unusual features about all this:

1. The development was put through in a small town, so far from any city that the "commuter" market didn't exist.
2. Instead of using the cheapest materials possible, we used the very best.
3. Every house was designed by itself; there was no duplication whatever.
4. Unlike all other developments, neither a realtor nor an operative builder had anything to do with it; the man who put it through was a retired capitalist, associated with an architect.
5. In a time when the national real-estate market was absolutely flat, we sold our houses without cutting prices one cent.

Very truly yours,

(Signed) WILLIAM DRAPER BRINCKLOE,
Architect

REMODELING ARCHITECTS CAN DEVELOP BUSINESS BY SEEKING OPPORTUNITIES FOR REMODELING DWELLINGS AND RECONDITIONING CITY AREAS

The client purchased a typical large "hotel cottage" of the type prevalent in the early nineties well situated on a wooded slope overlooking Shelter Island Harbor. The house had heavy overhanging eaves, a one-story porch running around three sides and much "gingerbread" ornament and fretwork.

First it was decided to move the house 50 feet farther from the road which separated it from the water, and turn it 90 degrees around so that the length of the living room and the main bedrooms would face the harbor. A two-story porch was added on the water side and the house was lengthened by filling in a jog at the side and extending the roof. Two rooms were knocked together and the floor was dropped three steps to make a living room 33 feet long and 15½ feet wide. The rest of the first floor was left at the original level, thus putting the dining room on a platform at the end of the living room. French doors replaced the double-hung windows opening on the porch. The main

entrance was changed from the side to the rear. A partition was knocked out between the old room at the side of the central hall and the hall itself, making this the new entrance hall. The stairs were unchanged save for a new newel post. By filling up the end of this hall and building a new chimney a fireplace alcove with books on either side was secured for the living room. After the alterations began on the central portion of the house it was decided to add a living porch at one side and a garage connected by a balancing colonnade on the other. This aided greatly in extending the line of the house.

The original contract was \$16,200. The extras above this contract, including the moving of the house and installing a hot air heating system, came to \$1,947.00. The cash allowance order for hardware, lighting fixtures and other decorating amounted to \$1,860. Thus the total cost was only \$20,007.



San Ande

REMODELED HOUSE OF STEPHEN W. CARROLL
DERING HARBOR, LONG ISLAND
ROBERT PERRY RODGERS AND ALFRED EASTON POOR, ARCHITECTS



HOUSE BEFORE REMODELING

In this case the architects secured the commission by pointing out to the client the saving in costs by remodeling an existing structure instead of building anew.



Van Ande

REMODELED HOUSE OF STEPHEN W. CARROLL
DERING HARBOR, LONG ISLAND
ROBERT PERRY RODGERS AND ALFRED EASTON POOR, ARCHITECTS

STEREOTYPED HOUSES,
BILLBOARDS, SHORT-
SIGHTED PLANNING—
A BLIGHTED AREA IN
QUEENS, NEW YORK,
GROWN UP WITHOUT
ARCHITECTURAL ASSIST-
ANCE.



TECHNICAL
NEWS AND
RESEARCH

REALTY DEVELOPMENTS AND THE ARCHITECT

By ARTHUR C. HOLDEN, ARCHITECT

Architects like to ignore the things that they don't consider "architecture." I've often wondered whether as a class they haven't been forced unwittingly to wear blinders. When they look at the buildings of a particular town they seem to have the power of shutting out most of the town and seeing only the city hall, the armory, perhaps a church or two, the country club, and the residences of the bank president and other local magnates.

The jobs that an architect will describe as "architecturally important" represent the lucrative meal tickets, enjoyed by a few architects. Ask the same architect something about the rest of the fifty thousand inhabitants of the town, how they live and where, and he will tell you that isn't his business, that you had better ask the real estate man. (This is the same man who spends so much of his time wishing for jobs to come to him.)

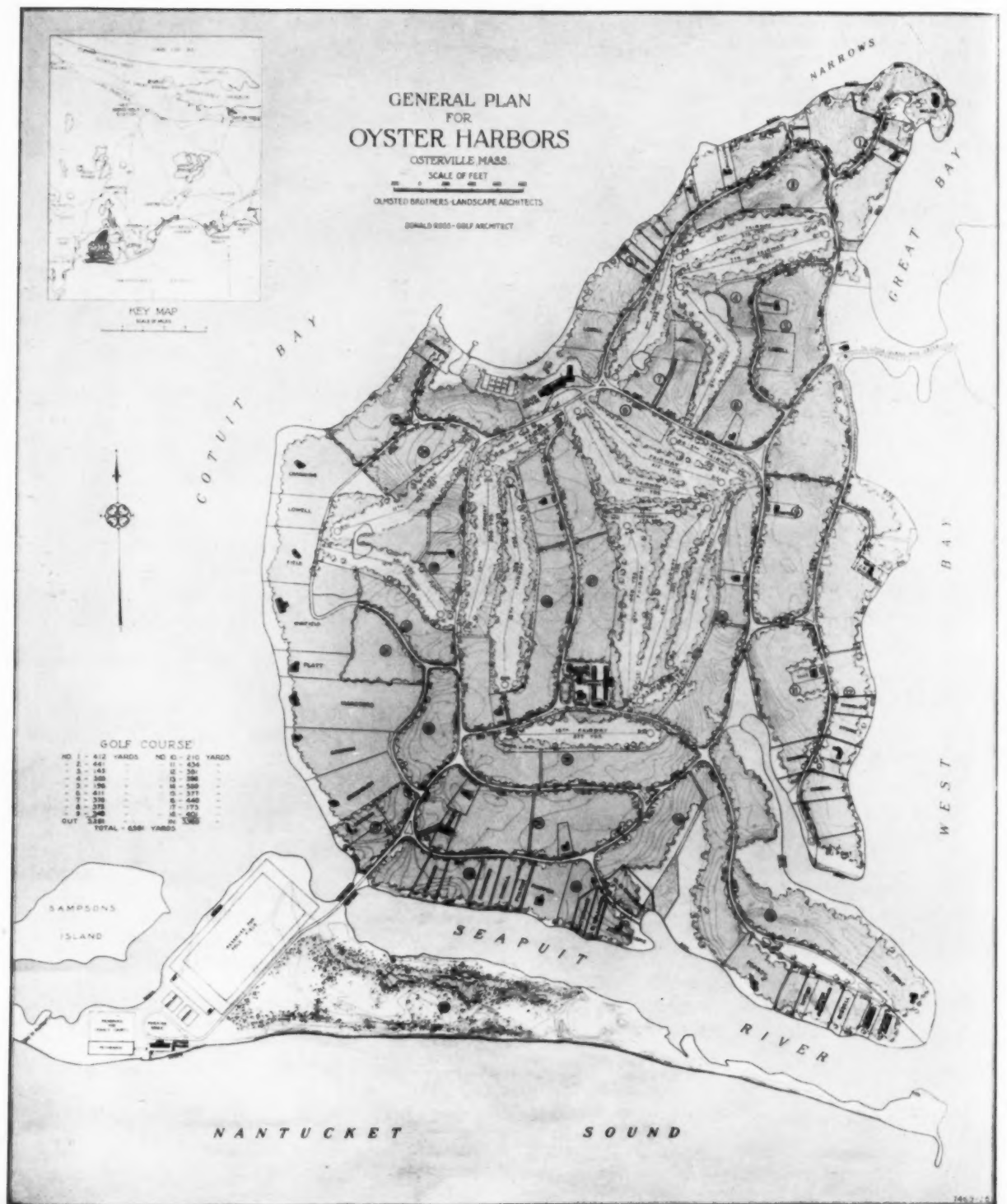
Suppose you do ask the real estate man, what will you find out? Visit a lot with the average real estate man and listen to him speak of its charms and advantages. He wears blinders, too. He sees things from his point of view alone and shuts out from consideration those relationships to the outside world which reflect disadvantageously upon the plot he wants you to

see. The average real estate man, like the average architect, thinks in terms of an individual job or sale.

The public has neither the training of the architect nor the experience of the realtor, yet it looks at things quite differently. The public thinks of an attractive street, an attractive town, the advantages of free, open rolling country, the beauties of a park frontage. Then the realtor and the architect come along and mark off the whole landscape with boundary lines. To the realtor these boundary lines are divisions of control, marking areas in which men are given absolute liberty to deface or mar the landscape, to load it with buildings or to strip it of trees, to proceed just as if the property within the boundaries could be treated as if it had no relation to anything beyond the boundaries.

The architect talks more about harmony perhaps than the realtor, but his idea of harmony is that the man next door should not do anything out of step with him. He wants the right to build just as his owner patron bids him. Afterwards his excuse for its shortcomings will be the refusal of the next door neighbor to cooperate.

To illustrate: the architect builds a charming private residence or a public



A RECENT ELABORATE EXAMPLE OF COMMUNITY PLANNING
OLMSTED BROTHERS, LANDSCAPE ARCHITECTS
DONALD ROSS, GOLF COURSE ARCHITECT



Fairchild Aerial Surveys, Inc.

AIR VIEW OF OYSTER HARBORS, MASSACHUSETTS, DEVELOPMENT
OLMSTED BROTHERS, LANDSCAPE ARCHITECTS
DONALD ROSS, GOLF COURSE ARCHITECT

library and then he looks at his own work with the fond admiration of a parent, putting on blinders, however, to obscure the sight of a gas station across the street or a grocery store next door. He will tell you it was a shame the man across the street didn't cooperate. This architect wasn't working for the town or the man across the street. He was hired by his patron to "doll up" a particular building.

But this does not touch fundamentals. The architect of the present day is regarded as a beauty specialist who may perhaps lift the face of the community, but who has no control over its organic life. The architect should be a man who understands the community, who is helping to direct its vital forces. *If the public once comes to believe that the architect has a mission which reaches down into the vitals of society, the public will seek the architect and he will no longer have to sit in the cold and wish for jobs to come to him.*

The architect must first fit himself for his true role, and secondly, he must create a new understanding of his mission in the mind of the public. In prosperous times, when the architect enjoys a sufficiency of doled jobs, he apparently doesn't have to worry. But in times like the present he cannot merely wish for jobs.

The picture is not all gloomy. The architect is working in directions which show that the profession is coming into a bigger conception of its part in the community. It is in the field of ideas that the architect must lead. He must furnish conceptions and adapt these so that they can be worked out within economic limitations. If an architect can show that the community suffers from lack of the architectural point of view he has gone far towards proving his usefulness.

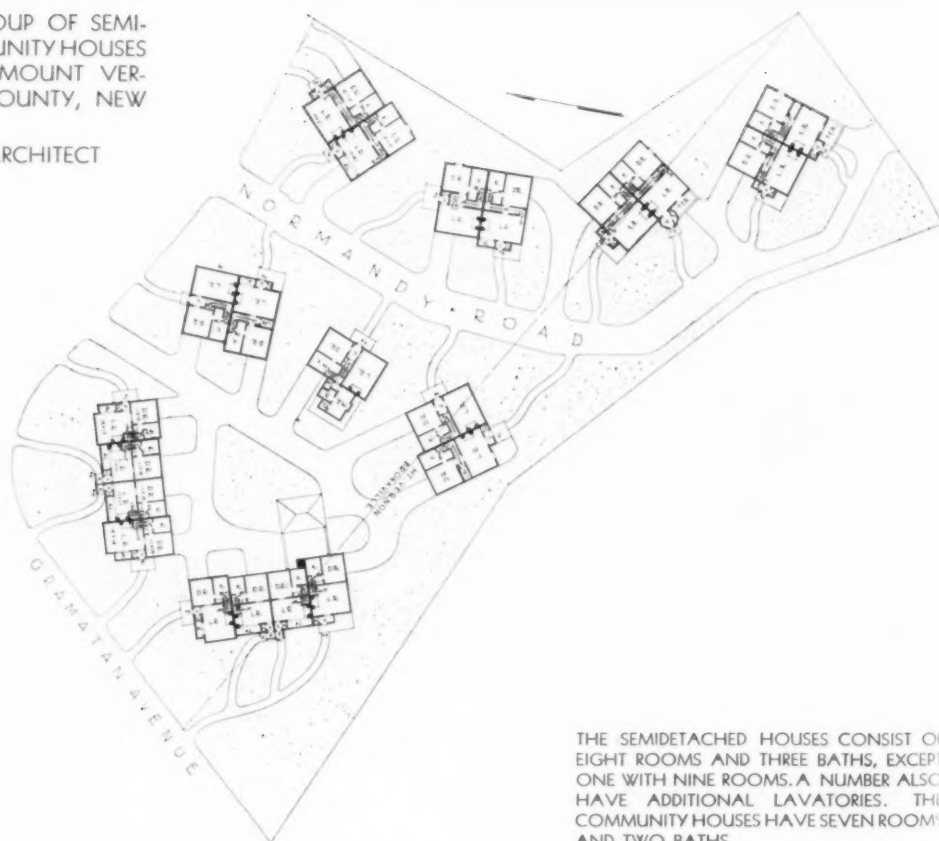
Perhaps the best approach is to review briefly some of the projects with which architects have been connected.



Le Man, Inc.

"NORMANDY"—A GROUP OF SEMI-DETACHED AND COMMUNITY HOUSES IN BRONXVILLE AND MOUNT VERNON, WESTCHESTER COUNTY, NEW YORK.

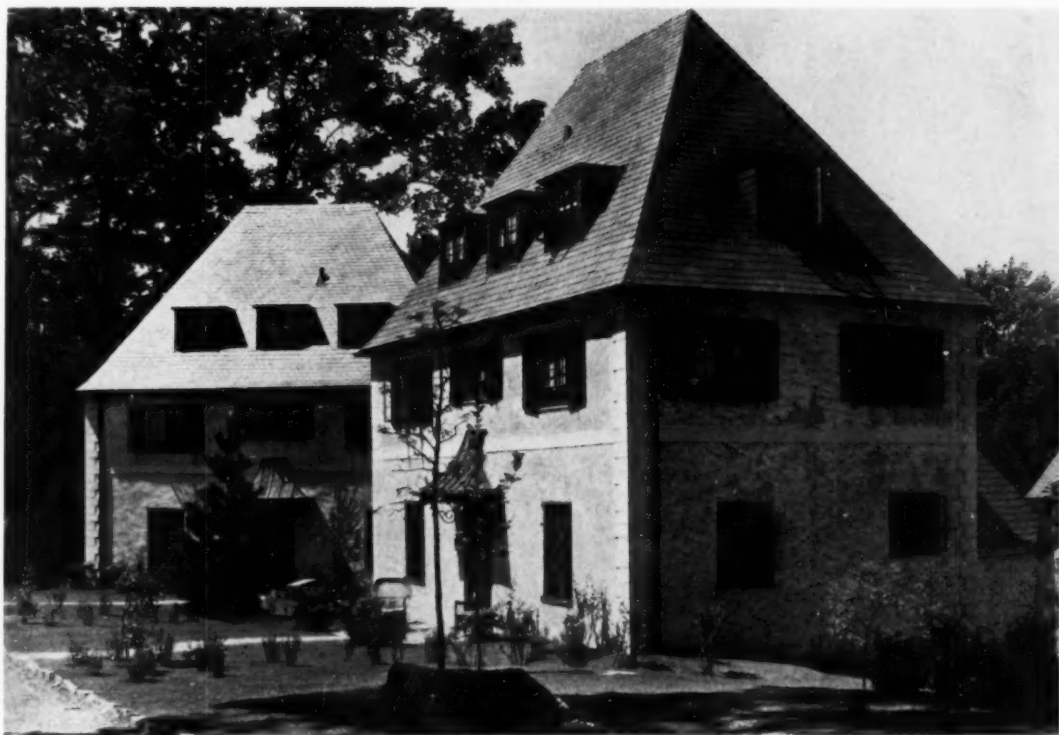
R. H. SCANNELL, ARCHITECT



THE SEMIDETACHED HOUSES CONSIST OF EIGHT ROOMS AND THREE BATHS, EXCEPT ONE WITH NINE ROOMS. A NUMBER ALSO HAVE ADDITIONAL LAVATORIES. THE COMMUNITY HOUSES HAVE SEVEN ROOMS AND TWO BATHS.



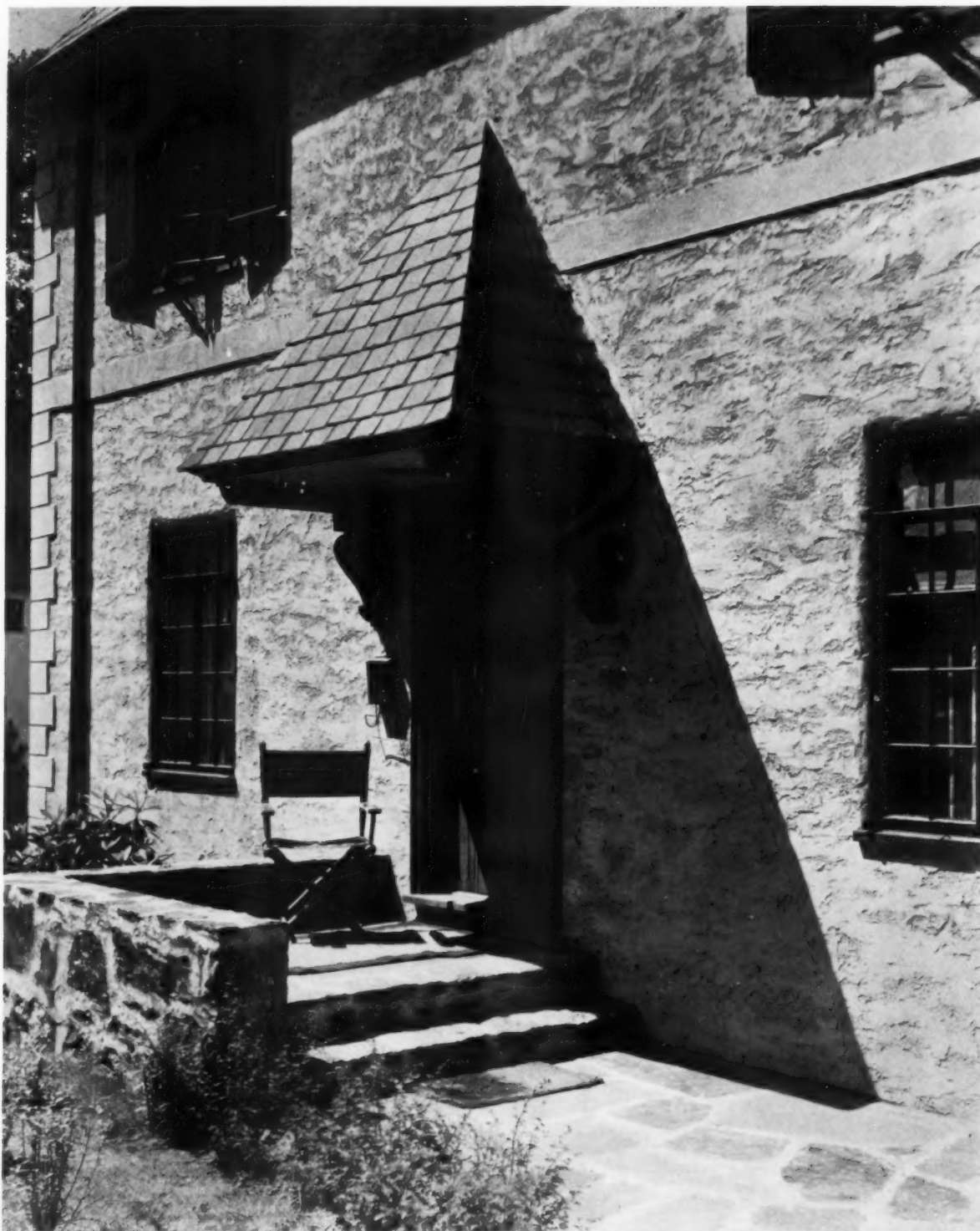
Rose



Rose

EACH HOUSE HAS A PRIVATE GARAGE AND LAUNDRY IN THE BASEMENT. BOTH HEAT AND ELECTRICAL REFRIGERATION ARE FURNISHED FROM CENTRAL PLANTS.

"NORMANDY," BRONXVILLE, NEW YORK
R. H. SCANNELL, ARCHITECT



Ross

"NORMANDY," BRONXVILLE, NEW YORK
R. H. SCANNELL, ARCHITECT

WASHINGTON, D. C.

The first American example of large scale planning with the architectural point of view is the city of Washington. The story is well known. Two architects of commanding personality, McKim and Vernon, acting with Senator McMillan, succeeded in pointing out that Washington was suffering because the original plan of the city laid out by the architect L'Enfant had been neglected. The public got the idea and a commission was appointed to make the plan effective.

The method of thinking ahead is being extended into the environs of Washington beyond the District of Columbia. At the present time there is a project under way which will give a national parkway and drive along both banks of the Potomac from Mt. Vernon to the falls; it will be the backbone of the regional plan of that part of the Potomac valley adjacent to Washington.

The recent reclamation of the so-called triangle between Pennsylvania Avenue and the Mall has been planned to remedy the damage done by some of the temporary buildings during the War. This is going to bring back into economic use a blighted and neglected section of the city. The great program of construction work has been parceled out to leading architects. Architects have in this case demonstrated their ability to work together and even to some extent their willingness to sacrifice personal advantage to the public interest.

Washington, however, is not made up entirely of public buildings. The commercial buildings in the business sections located close to public monuments have an esthetic, practical and economic relation to official Washington. While it would have been deplorable to have the government exercise rock-ribbed restrictions for these commercial buildings, it is strange that no method of cooperation has apparently been found between the architects and the government to work out some method of bringing the commercial buildings of the capitol into harmony with

official Washington. Congress has been lax in the matter of zoning and height restrictions, and the architects on their side have failed to make known to the public what they could do.

The same is to be said about the homes in which the people of Washington live. Along the more important streets, in the outlying sections, many very beautiful individual houses, especially some of the newer embassies where individual architects have worked with rare distinction, have been built. But the homes of the tens of thousands of governmental clerks and the homes of people of modest incomes, which would have offered an opportunity for a farsighted, comprehensive plan, have been sadly neglected.

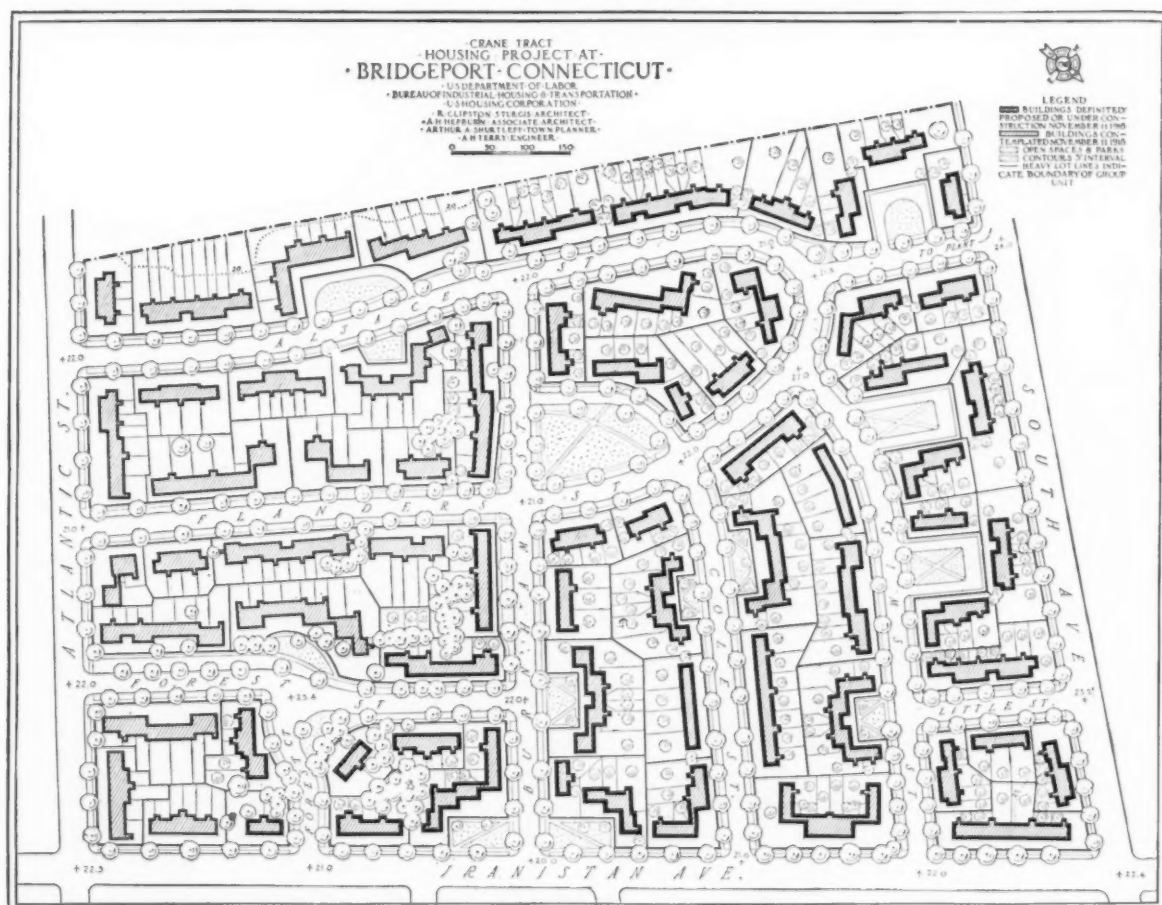
WESTCHESTER COUNTY PARK COMMISSION

Of no less importance has been the work done in Westchester County, New York, through the Westchester County Park Commission. The inspiration back of the work of this commission was the successful completion of the Bronx River Parkway which had already been organized and successfully carried out largely through the personal leadership of Jay Downer, its chief engineer and architect. The course of the Bronx River, which is parallel most of its distance with the Harlem Division of the New York Central Railroad, had become a blighted section and offered real liability to some of the communities through which it passed. Through special legislation the Bronx River Parkway Commission was set up with funds contributed both by the benefited area and by New York City. This commission acquired sufficient land by condemnation and purchase on both sides of the river to restore a beautiful park strip through the middle of which a wide cement highway was constructed from the northernmost terminus of the Bronx Park and New York City to Kensico Reservoir above White Plains.



Gottsche

DEVELOPMENT AT BRIDGEPORT, CONNECTICUT, SHOWING GROUPING OF TYPE HOUSES



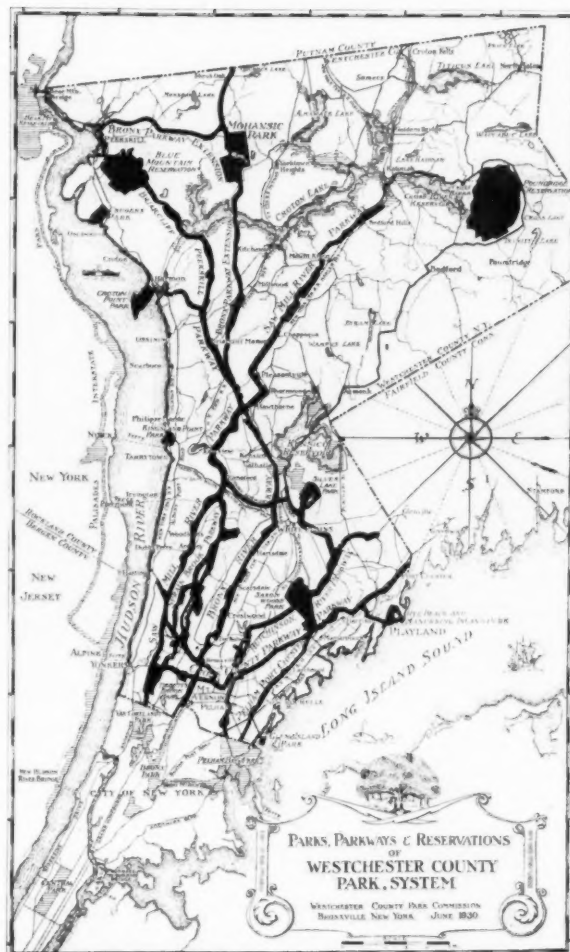
Courtesy of United States Housing Corporation

So successful was the project, so enthusiastic the communities through which it passed because of the benefits brought to them, that Westchester County itself set up its own parkway commission which was empowered to lay out a far more extensive park system to bring similar benefits to other sections. Mr. Downer was made the chief engineer of the new commission; the executive authority both for the plan and for the execution of the work was placed in his hands. The effect has been far-reaching. Westchester County has been given a system of express highways designed for automobiles. The parking on either side of the highway has served to protect adjoining property from too direct proximity to heavy lines of traffic, and where the parkway widens out, full park facilities, including golf, bridle paths and other recreational facilities, have been made directly available to home owners.

Successful and appreciated as is the project of the Westchester Parkway system, its full benefits are only beginning to be realized. The opportunity for architects is almost unlimited. The very existence of the parkways will have a unifying effect upon the architecture of the buildings which grow up along its borders. Some sites are suitable for large estates; other sites may see the development of a new type of multiple dwelling.

BRIDGEPORT HOUSING ASSOCIATION

During the war a very special problem was presented in the development of housing. The nation was faced with the necessity of creating small towns and subdivisions to take care of industrial workers. Even before the war, Bridgeport, Connecticut, with its copper and brass industry had realized this special problem and the Bridgeport Housing Association had been formed with William H. Ham as its engineer and executive. He called in R. Clipston Sturgis, Andrew H. Hepburn and others as archi-



Courtesy of Westchester County Park Commission

BY MEANS OF LAND CONDEMNATION WESTCHESTER COUNTY HAS CHANGED A BLIGHTED AREA INTO A BEAUTIFUL PARKWAY DIRECTLY AVAILABLE TO HOME OWNERS.

ects, and Arthur A. Shurcliff as town planner. The government took over all of the corporation's housing as well as the construction work during the war. The grouping of small homes in three-, four- and six-room units shows skillful architectural handling. Here has been demonstrated how great is the advantage of alternating one-and-a-half story and two-and-a-half story units. Basically there are few types, but the arrangement of these types is such that there is no feeling of stereotyped duplication.



A COMMUNITY DEVELOPMENT BUILT BY AN INDUSTRY
 KOHLER VILLAGE, WISCONSIN
 RICHARD PHILIPP, ARCHITECT
 OLMSTED BROTHERS, LANDSCAPE ARCHITECTS



BUILDINGS FINANCED BY BUILDING AND LOAN ASSOCIATIONS AND SOLD WITHOUT PROFIT

KOHLER VILLAGE, WISCONSIN
 RICHARD PHILIPP, ARCHITECT
 OLMSTED BROTHERS, LANDSCAPE ARCHITECTS



PLOT PLAN OF KOHLER VILLAGE, WISCONSIN
RICHARD PHILIPP, ARCHITECT
OLMSTED BROTHERS, LANDSCAPE ARCHITECTS

KOHLER VILLAGE, WISCONSIN

Many industrial organizations have recognized the housing problem. There are many examples that are interesting as architecture and as social experiments. The Kohler Company retained the landscape architects, Olmsted Brothers of Boston, to plan a village adjoining a new plant at Kohler, Wisconsin. Richard Philipp of Milwaukee was the architect. The advantage of forethought is clearly demonstrated: where the standard of home life is improved, the standard of workmanship and industrial efficiency is also quickened.

Kohler Village is an example of the advantages that are gained when exploitation and waste are made impossible be-

cause of exacting requirements. One has only to compare the town of Kohler with some of the industrial towns that have grown without any forethought and without any force capable of preventing exploitation to realize the value of an intelligent directing authority.

MARIEMONT, OHIO

Mariemont, Ohio, near Cincinnati, is a town planned as an ideal community—the vision of Mrs. Mary M. Emery. She revolted against the many dreary suburban communities she had encountered. She acquired some property and retained John Nolen of Cambridge, Massachusetts, and his associate Philip W. Foster, to lay out the town. The requirement was laid down

in advance that there was to be no exploitation and that all facilities were to be provided, including fully-paved streets, curbs and sidewalks, sewer lines and even steam heat piped from a central generating plant. The town was districted for different income groups and various architects were called in and given the work of doing whole blocks of houses. Different styles of architecture were suggested. Some interesting results were obtained although the whole project has scarcely proved its economic value. Too much was spent on streets and facilities at the outset and the development has not been rapid enough to overtake the enormous overhead and reduce it within the range of those for whose benefit the town was designed. For this reason many of the houses are disposed of below cost. The town is an example of great importance for the many lessons it teaches.

RADBURN, NEW JERSEY

The success of the City Housing Corporation in the development of Sunnyside in Queens Borough, New York, and the difficulties encountered with blocks laid

out according to a stereotyped city map, led to the acquiring of virgin farm sites in New Jersey and their conversion into the ideal town of Radburn. The plan for this was made by Clarence Stein and Henry Wright, architects.

The unique feature of the Radburn plan is the super-block penetrated by cul-de-sac streets, around which the individual houses are grouped. These houses are placed very close together and the open space is concentrated in the center of the block. The development has been gradual and streets, houses and landscape worked out together. The project is on the economic basis of houses sold at a reasonable figure. The great advantage of Radburn is that each individual owner of a small house is guaranteed permanent adjacent park and recreation facilities which he and his children can reach directly without crossing an automobile route. In the plan of Radburn provision has been made for the ultimate development of individual industrial sites. The architects Frederick L. Ackerman and Andrew J. Thomas have also cooperated in developing Radburn.



AIR VIEW OF MARIEMONT, OHIO, A LARGE AREA WITH COMPLETED STREETS WHICH HAS BEEN ONLY PARTLY BUILT UP WITH HOUSES

JOHN NOLEN AND PHILIP W. FOSTER, TOWN PLANNERS



MARIEMONT MEMORIAL CHURCH
LOUIS E. JALLADE, ARCHITECT



LINDEN PLACE, MARIEMONT, OHIO
ELZNER AND ANDERSON, ARCHITECTS



GROUP HOUSING, MARIEMONT, OHIO
CARL A. ZIEGLER, ARCHITECT



HOUSE OF A. C. GUY, MARIEMONT
RICHARD C. TAYLOR, ARCHITECT



MODEL OF FOREST HILL DEVELOPMENT, CLEVELAND, OHIO
ANDREW J. THOMAS, ARCHITECT



CHARACTERISTIC INTERIOR OF A FOREST
HILL HOUSE.



TYPICAL HOUSES, FOREST HILL SUBDIVISION, CLEVELAND
ANDREW J. THOMAS, ARCHITECT



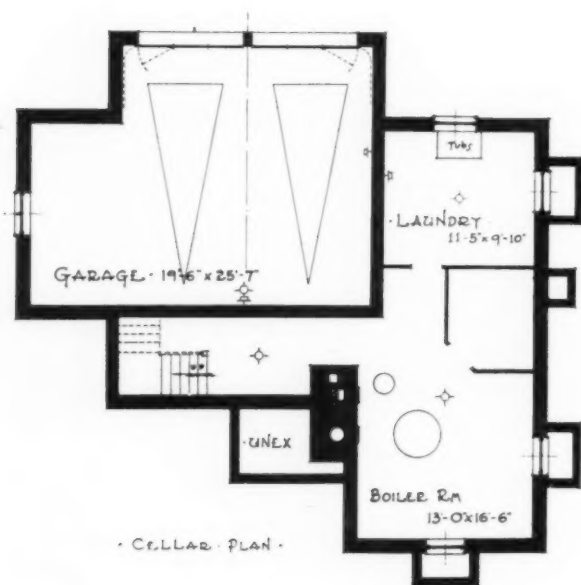
DETAIL OF TYPICAL HOUSE, FOREST HILL SUBDIVISION, CLEVELAND
ANDREW J. THOMAS, ARCHITECT



TYPICAL HOUSE, FOREST HILL SUBDIVISION, CLEVELAND
ANDREW J. THOMAS, ARCHITECT



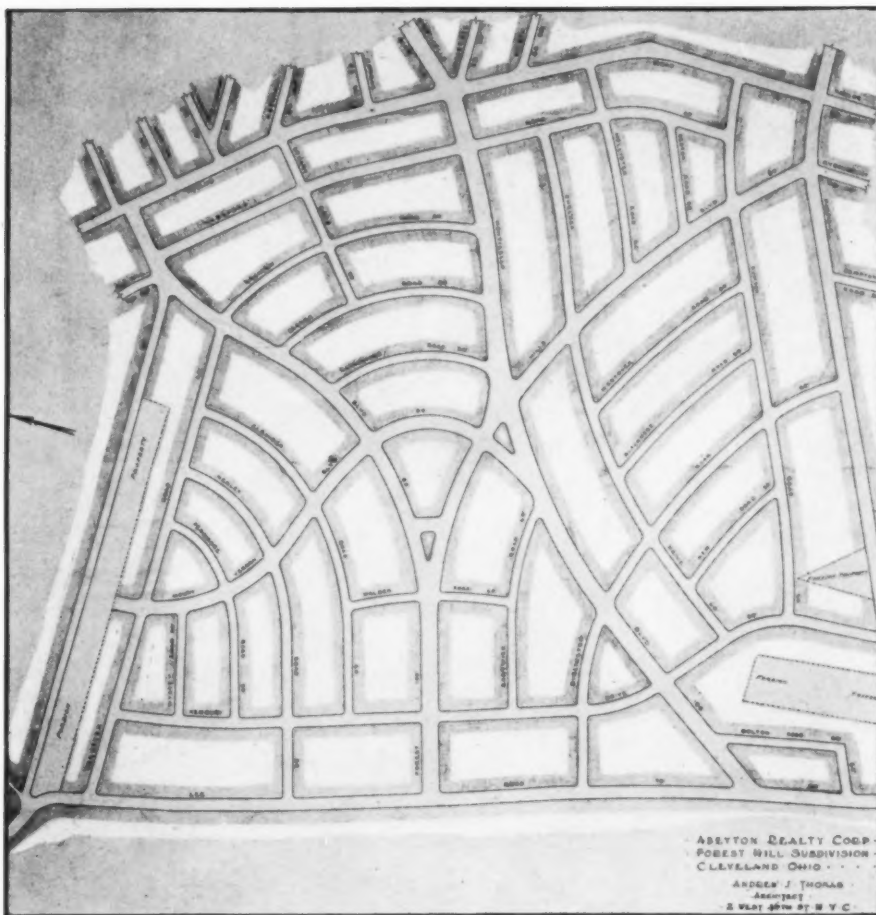
HOUSE IN FOREST HILL SUBDIVISION, CLEVELAND
ANDREW J. THOMAS, ARCHITECT





HOUSE IN FOREST HILL SUBDIVISION, CLEVELAND
ANDREW J. THOMAS, ARCHITECT





Courtesy of Building Investment

FOREST HILL SUBDIVISION
CLEVELAND, OHIO
ANDREW J. THOMAS
ARCHITECT

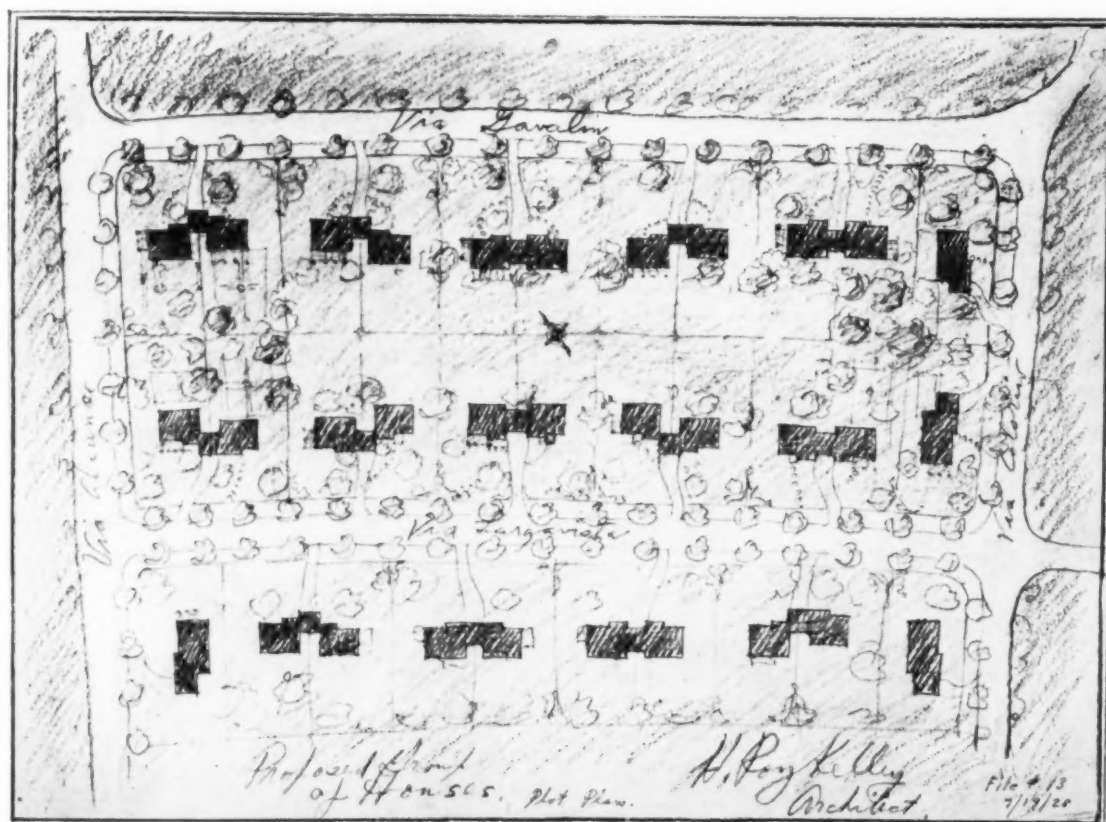
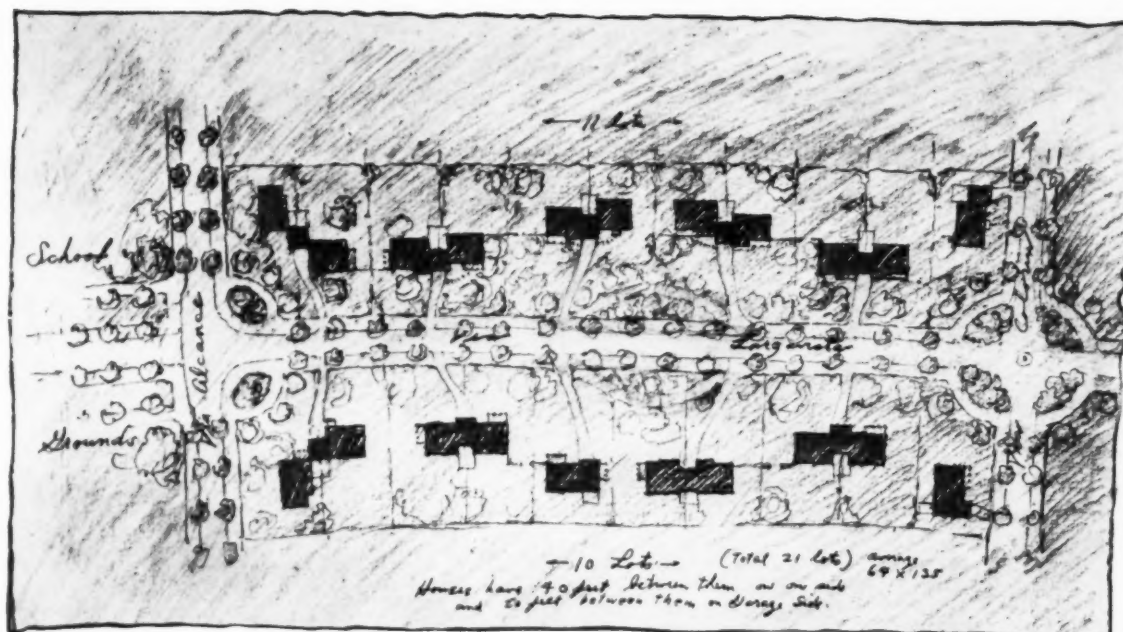
400 ACRES ORIENTED FOR PRIVACY AND RESTRICTED AS TO BUILDING TYPES AND PURCHASERS.

FOREST HILL SUBDIVISION, CLEVELAND, OHIO

On the old Rockefeller farm in Cleveland, Ohio, Andrew J. Thomas has developed through his own initiative an ideally planned community. Here is the case of an architect who has sold an idea to his client. The old Rockefeller farm had long been held in the family after the city had grown around it. When the time came for the farm to go, rather than as a mere sale to subdividers, the Rockefeller family determined to plan for the future and control the character of its development. Mr. Thomas with his ability as a designer has put architectural charm into the community.

CALIFORNIA DEVELOPMENTS

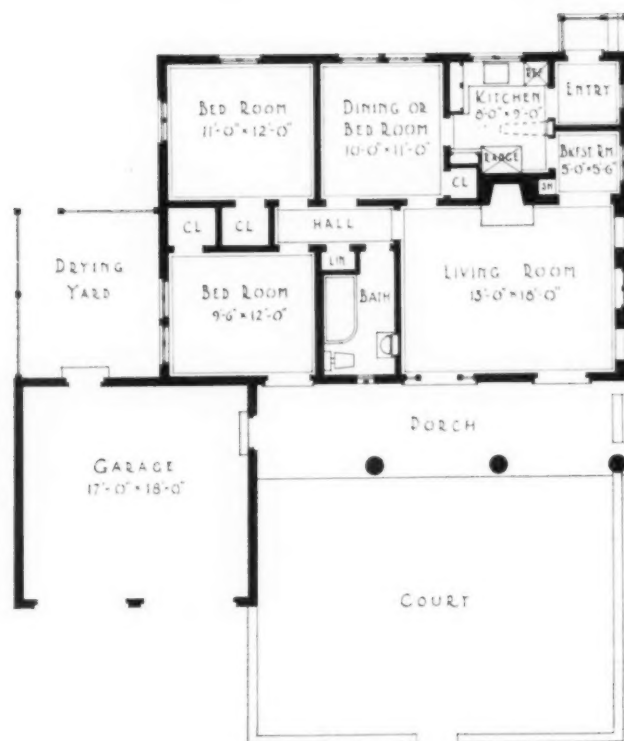
In California where the great difference in climate makes a different type of architecture more desirable, suburban development is perhaps at its highest level. The strong sunlight, the long dry season, the desirability of life out of doors, have been the forces which have made the architecture of Southern California grow naturally from Mexican precedent—stucco walls, gently sloping roofs of Spanish tile, open patios, covered loggias. Seldom are private houses more than two stories high. All these features tend to make the architecture fit the landscape.



PLOT PLANS FOR PALOS VERDES ESTATES, CALIFORNIA
H. ROY KELLEY, ARCHITECT



HOUSE AT PALOS VERDES
ESTATES, CALIFORNIA
H. ROY KELLEY, ARCHITECT

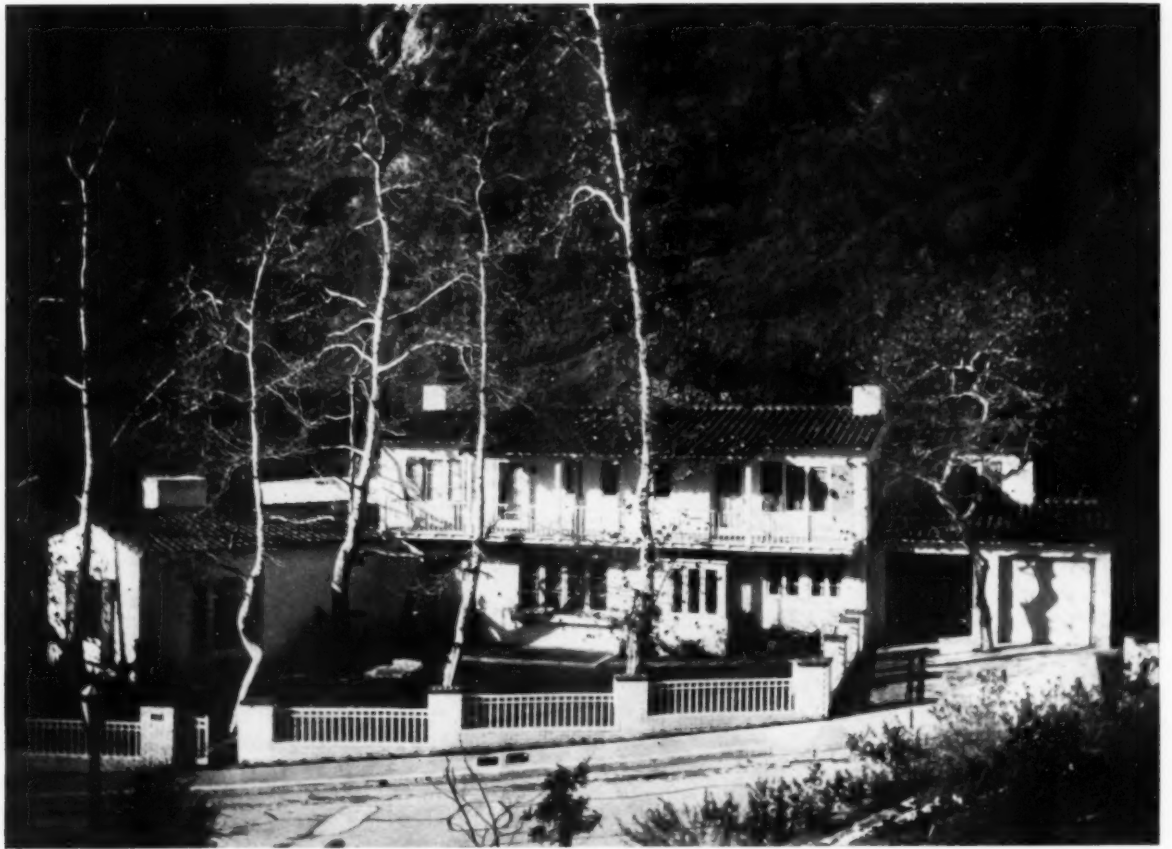


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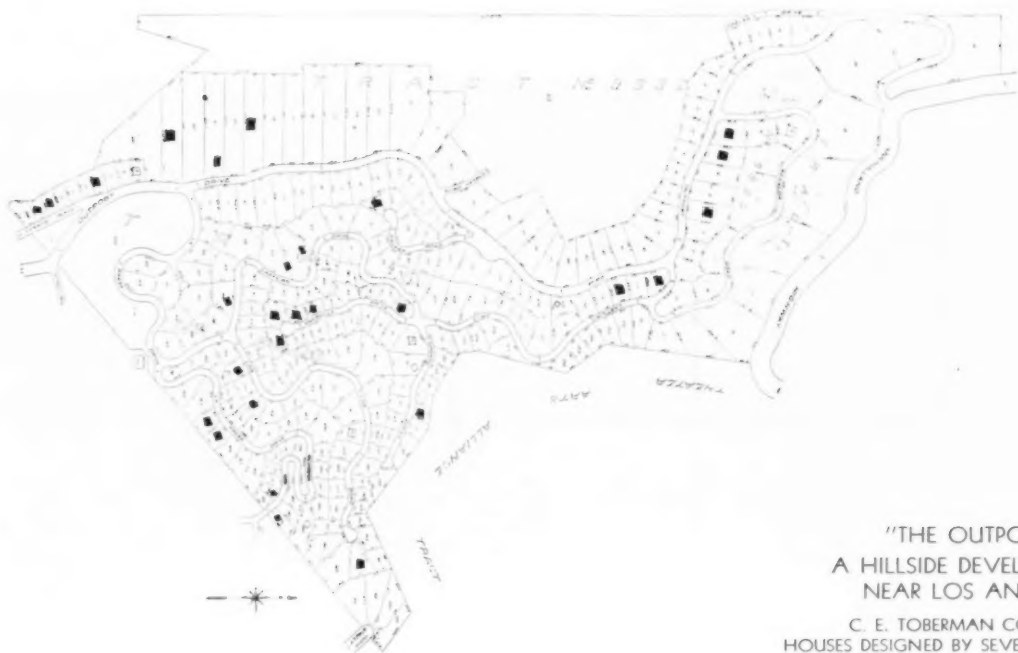


HOUSE AT PALOS VERDES ESTATES, CALIFORNIA
H. ROY KELLEY, ARCHITECT





HOUSE OF HOMER M. TOBERMAN
 "THE OUTPOST," LOS ANGELES
 ROLLIN F. PIERSON, DESIGNER



"THE OUTPOST"
 A HILLSIDE DEVELOPMENT
 NEAR LOS ANGELES
 C. E. TOBERMAN COMPANY
 HOUSES DESIGNED BY SEVERAL ARCHITECTS



Powell Studios

HOUSE OF E. B. MILBURN AND HOUSE OF J. R. KENNEDY



HOUSE OF WALTER P. LOHMAN, "THE OUTPOST," LOS ANGELES
ROLLIN F. PIERSON, DESIGNER

LOWER EAST SIDE, NEW YORK CITY

An example of a different type where architects have had an opportunity to cooperate in a way to mold the development of a large district is the work done for the neglected area of the Lower East Side in New York City. My own office had set itself the task of studying the problems of this neighborhood and has been greatly interested in the district for about ten years. About two years ago the East Side Chamber of Commerce began to come to the front as representative of the sentiment and best leadership of the district. This was largely due to the enlightened point of view of its executive secretary, Joseph M. Platzker.

The Lower East Side has been the classic example of bad housing conditions, due to congestion and neglect, and the consequent depreciation of badly designed tenement houses. The narrow streets of the district have been an obstacle to traffic and the construction of the great East River bridges with their long approaches have made the situation worse rather than better.

My associate, John T. Boyd, Jr., and I went to the East Side Chamber and explained that the one sure way out of the difficulties was the making of a complete plan of the district. This would first comprise the necessary re-planning, street widenings and improvements of street facilities; then, the necessary improvement of transportation, park and recreational facilities, zoning studies for a guarantee of permanent light and air and the proper distribution of buildings as to use. This plan is now actively under way although only preliminary studies have so far been published. One of the greatest problems is the re-assembly of property which has been subdivided on the basis of the 25' lot which is no longer a workable economic unit for a modern city. At the present time it appears that large scale operations with block development and even developments comprising groups of blocks will be used.

So far it has been very difficult to work



ACTUAL DEMOLITION OF LOWER EAST SIDE, NEW YORK CITY. THIS AREA WILL BE REBUILT.

against the old idea that, once a slum, a district must remain the home for the very poor. Part of the plan must be the rehousing, in the outlying boroughs of Queens, Brooklyn and the Bronx, of those who now occupy the dilapidated rookeries of the old East Side. Most of the East Side developed under the system of group ownership with the present owners, jointly with those who advanced the new capital, reaping the reward. The rehabilitated East Side will become the quarter where a new type of apartment, planned for permanent light and air and recreational facilities and the utmost desirable living, will be located.

Architects have not yet "sold their services" although they have made a beginning. They should, both as individuals and as a group, do everything within their power to keep constantly in the mind of the public the services which they are capable of rendering. In preaching this doctrine, they should point out the great importance of community service and community planning. Such emphasis will in no way belittle the service which the architect has already been rendering. Often, however, the individual client feels that the architect is a luxury which he cannot always afford. The architect has to combat this objection by showing that his services are useful and valuable not only to the rich but *to everyone in the community.*

PROCEDURE WITH CLIENTS

AS FOLLOWED BY THE OFFICE OF JOHN RUSSELL POPE, ARCHITECT

By PARKER MORSE HOOPER

In the last two issues of *THE ARCHITECTURAL RECORD* the Manual of Office Procedure of the office of John Russell Pope, architect, was published completely. From this efficient and carefully elaborated outline any architect can compile a manual of office practice for himself which should add greatly to expeditious handling of his work. In Part I of Office Procedure, published in the February issue, three short paragraphs are devoted to the subject of Preliminary Work, Conferences and Estimates. From these brief paragraphs Mr. Pope and his two partners, Mr. Eggers and Mr. Higgins, have developed a complete and satisfactory method of handling proposed work before contracts have actually been signed and permission given to proceed with the construction. The outline of procedure is based on proposed residence work, but with added details and changes may easily be used to cover any other type of architectural work, such as clubs, hospitals and museums, for which this firm is famous.

At the first interview with the prospective client, at which one or more members of the firm are present, an effort is made to determine in what particular style of architecture, if any, the client wishes his house to be designed. Next the size of the house, requirements and number of rooms are ascertained. If the client has already prepared an outline covering these necessary data it is much easier for the architects to obtain a definite idea of what he has in mind. Next to requirements comes cost. Most clients have in mind a definite sum which they are willing to spend. Oftentimes the size and character of the house they have in mind far exceeds the amount of money they wish to spend. This adjustment of the job to the pocket book is one of the architect's most difficult problems. If the client has no particular preference as to style he often asks for preliminary sketches showing a similar plan with elevations in several styles.

It has been the experience of Mr. Pope's office that preliminary plans and elevations drawn up in diagrammatic form on coordinate paper, where each square represents a definite number of inches, is the best way in which not only to arrive at an approximate cost of a job but also to assist the client in deciding on the style and arrangement of his house. From these diagrammatic plans and elevations it is possible to obtain a total cubage of the house, definite ceiling heights, and a suitable arrangement

of the plan requirements, somewhere within the client's price. Such a preliminary conference followed by the preparation of diagrammatic plans, elevations and outline specifications for a country house of medium size can easily be done for a prospective client at a cost of about \$250.

In the preliminary outline the various rooms required may be cubed even before they are definitely located on the plan so that a very rough idea of the possible cost may be determined before the diagrammatic plans and elevations are sketched out. Nothing gives greater satisfaction to a client who is proposing to build a house than the thought that he may obtain from an architect some idea of the plan, style and cost of the house he has in mind without involving him in a large fee for preliminary architectural services. Too many people hesitate to employ architects, first, because they have the erroneous impression that the architect's fees are out of proportion with the services they render, and, second, because they have little or no appreciation of how necessary, valuable and important in the carrying out of any kind of construction work are the services of an architect. Too many potential clients are frightened away by the fear that the architect will force upon them ideas beyond their means as well as their needs. It is particularly important in the first conference between a prospective client and an architect that the architect should allow the client to lead the discussion. Tact and diplomacy are most important factors in the successful handling of clients. Fortunate is the architect who can lead his client in such a way that the client thinks he is leading the architect. Often it is necessary for an architect to educate his client into appreciating and wanting the right thing. If an architect can make a client think that the architect's ideas have originated with him and not with the architect, success is assured providing the architect is worthy of his title.

In presenting the following schedules it might be explained the first schedule is a brief outline obtained from the first interview with the client of the principal items required by the architect in roughing out the preliminary sketches and outline specifications. The second outline is a sample of the information furnished a client with the diagrammatic plans and elevations sketched out on coordinate paper as shown in the accompanying illustrations. The outline entitled Proposed Residence



PROPOSED HOUSE FOR MR. WILLIAM JONES, COLUMBUS, OHIO
OFFICE OF JOHN RUSSELL POPE, ARCHITECT

SKETCH ILLUSTRATES USE OF COORDINATE PAPER TO DETERMINE
READILY THE CUBAGE

for Mr. William Jones, Columbus, Ohio, happens actually to describe the sketch plans and illustrations shown herewith. The list of rooms with their cubage and total approximate costs are based on sketches for another house not illustrated in this article.

PROPOSED HOUSE FOR MR. WILLIAM JONES, COLUMBUS, OHIO

STYLE: Late Georgian.

MATERIALS: Brick walls, slate roof, wood entrance porch, shutters and window sash and frames.

CONSTRUCTION: Concrete foundations and basement floors. Exterior walls to be brick veneer on terra cotta tile. Basement partitions to be tile or concrete block. All partitions above ground to be wood stud construction, excepting garage walls which will be terra cotta tile. Garage ceiling to be cement plaster on metal lath. Floor over boiler room to be concrete slab construction. All other floors throughout house to be wood joist construction.

HEATING AND PLUMBING: Heating system to be vacuum steam. Radiators in master's portion of house to be type similar to Rome Brass and all to be enclosed. Standard plumbing fixtures and accessories with brass piping for hot water lines.

INTERIOR FINISH: First floor in master's portion of house to be random width and length oak,

and to have stairway, trims, cornices and wainscoting of painted wood. Fireplace mantels to be wood with marble facings. Second floor in master's portion of house to have narrow width hardwood floors and plaster cornices.

DIMENSIONS OF BUILDING UNITS: Sizes shown on plans are approximate.

Ceiling height, master's portion, first floor—10'0"

Ceiling height, master's portion, second floor—9'0"

Ceiling height, service portion, first floor—8'10"

Ceiling height, service portion, second floor—8'0"

CUBICAL CONTENT OF BUILDING: Approximate cubage—178,000 cu. ft.

Approximate cost per cubic foot—\$0.95

Approximate cost of building—\$169,000.00

NOTE: The approximate cost of \$169,000 does not include the architect's fee, nor the mechanical and structural engineering cost, nor does it include any landscaping or gardening. This cost is assumed for a level piece of property requiring full excavation for basement as required by plan.

PRELIMINARY SKETCH, HOUSE FOR MR. JOHN SMITH, GRAND RAPIDS, MICHIGAN

Two-story and part basement. Brick Colonial design. No third floor. Brick veneer backed up with terra cotta and stud partitions. Cost to approximate \$75,000.



PROPOSED HOUSE FOR MR. WILLIAM JONES, COLUMBUS, OHIO
OFFICE OF JOHN RUSSELL POPE, ARCHITECT

ONCE THE CUBAGE IS KNOWN THE COST OF CONSTRUCTION
CAN BE COMPUTED

PROGRAM:

First Floor

(Main House 65' x 36', 35' height)

Living Room.....	22' x 34', 11' ceiling
Dining Room.....	18' x 22', 11' ceiling
Library or Den.....	12' x 16', 11' ceiling
Great Hall (circular stairway at end).....	16' x 26', 11' ceiling
Vestibule, Coats, Toilet, Small Hall, etc.	

(Service 31' x 26', 24' x 41', 30' height, 20' height)

Kitchen.....	15' x 22', 10' ceiling
Pantry, etc.....	7' x 22', 10' ceiling
Hall and Stairway.....	7' x 22', 10' ceiling
Servants' Hall.....	12' x 16', 10' ceiling
Garage (3 cars).....	22' x 30', 10' ceiling
Work space.....	8' x 10', 10' ceiling
Porch.....	6' x 16', 10' ceiling

Second Floor

One Bedroom.....	16' x 20', 9' ceiling
2 Bedrooms or Dressing Rooms	13' x 16', 9' ceiling
3 Bedrooms.....	13' x 16', 9' ceiling
4 Bedrooms.....	13' x 16', 9' ceiling
5 Bedrooms.....	16' x 16', 9' ceiling
4 Baths and closets.....	9' ceiling
Stair Hall.....	16' x 20', 9' ceiling

Service

Nurse's Room.....	12' x 12', 8' ceiling
Maid's Room.....	9' x 12', 8' ceiling
Chef's Room.....	9' x 12', 8' ceiling
Chauffeur's Room.....	12' x 12', 8' ceiling
3 Baths and closets.....	8' ceiling

Basement

Laundry
Boiler Room
Storage, etc.

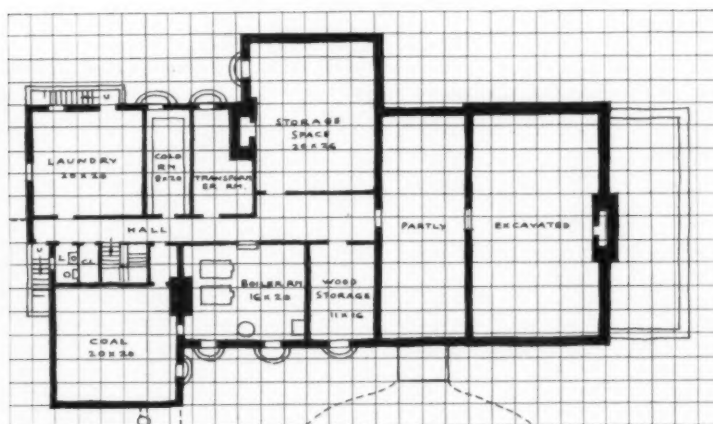
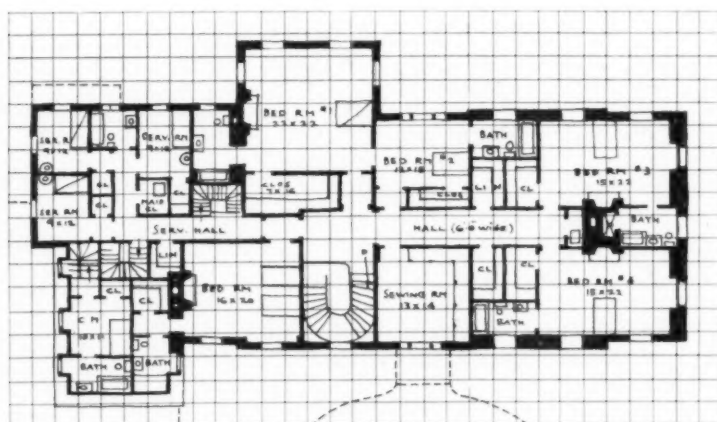
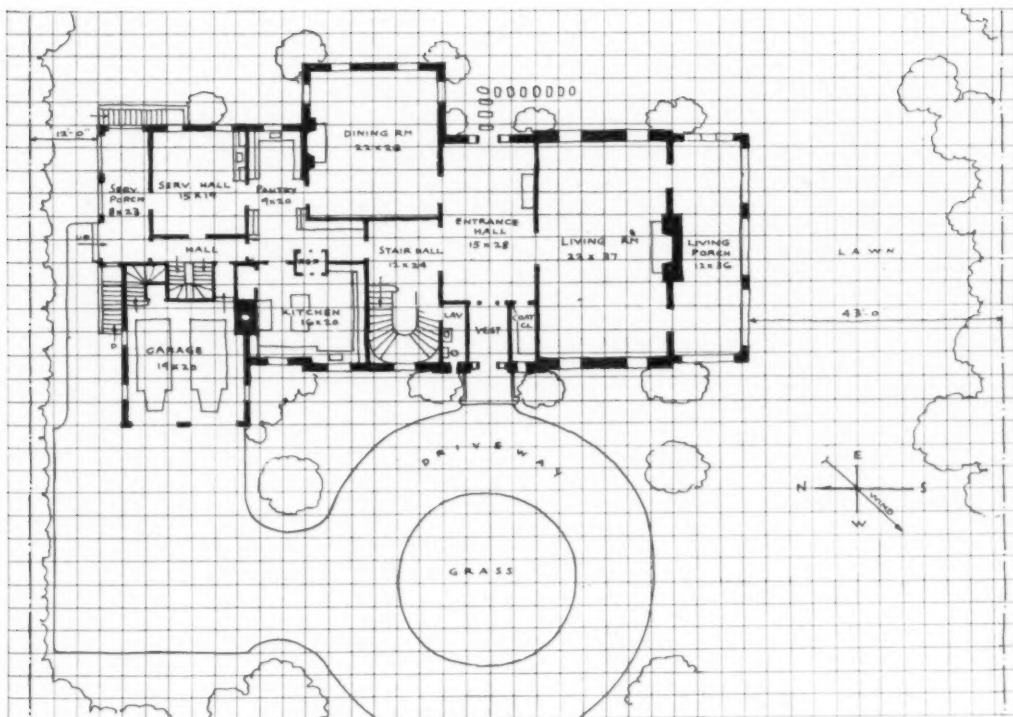
APPROXIMATE CUBAGE

Main House

	cu. ft.	cost
(36' x 65' x 35')	71,900	
(unexcavated)		
(40' x 36' x 5')	7,200	
@ 80c per cu. ft.	64,700	\$51,760.00

Service

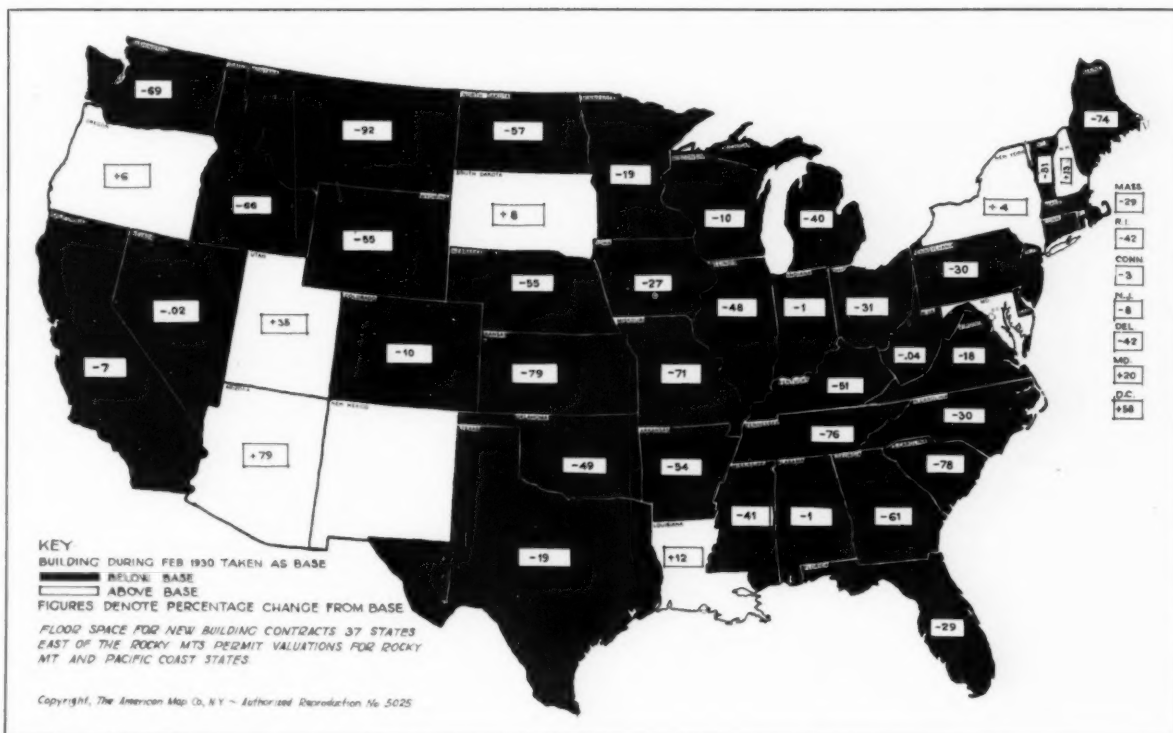
(31' x 26' x 30')	24,180	
(41' x 24' x 20')	19,680	
@ 60c per cu. ft.	43,860	\$26,316.00
Total	108,560	\$78,076.00



FLOOR PLANS OF HOUSE
FOR MR. WILLIAM JONES,
COLUMBUS, OHIO

OFFICE OF
JOHN RUSSELL POPE,
ARCHITECT

FLOOR PLANS ARE LIKEWISE DRAWN ON COORDINATE PAPER, TOGETHER WITH ELEVATIONS (SHOWN ON PRECEDING PAGES). THEY CAN BE USED TO DETERMINE QUICKLY THE CUBAGE AND APPROXIMATE COST OF CONSTRUCTION.



Considered from the standpoint of the number of states to show improvement over last year, the February building map is disappointing. In fact, only six states east of the Rocky Mountains show February building contracts larger than in February, 1930; the January map disclosed eight states where current volume was higher than a year ago.

BUILDING TRENDS AND OUTLOOK

PROSPECTS FOR SUBDIVISION HOUSING

By L. SETH SCHNITMAN

Subdivision housing has found expression in two distinct types—the apartment or multifamily house and the single-family dwelling erected in groups by housing developers. Neither has shown distinction in the appreciation of the principles of mass output; of the two, the housing development has made the more slipshod approach. The reason is largely found in the fact that apartment houses are for the most part architect-planned while by far the greater proportion of housing developments are still from private or stock plans.

To be effective mass production requires mass consumption. Whether it be housing or automobiles, vacuum cleaners or cigarettes, this truth is inexorable. Shelter is one of the necessities of life. Mass consumption of housing is as assured as mass consumption of simple foods. But as in the case of food, tastes for housing are ever-changing. Rising living standards have evolved an American diet

far different from that of a generation ago; in like manner changing social and economic conditions are now forcing a new taste for shelter.

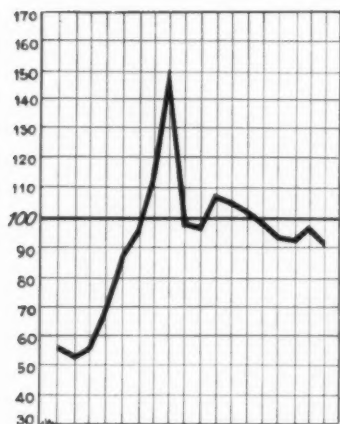
The consumer taste for single-family dwellings erected by housing developers has been waning consistently since 1925, judging from records of new construction. In that year the housing development enjoyed its largest expansion, both in number of new buildings undertaken and total valuation. Since then the trend of new construction of this dwelling type has been continuously downward. In fact, new housing developments undertaken in 1930 were smaller in volume than in any previous year of record; i.e., lower than at any time in at least eleven years.

This tremendous retrenchment in mass-production of housing of the development type started about three years before the general decline in residential

(Continued on page 90, advertising section)

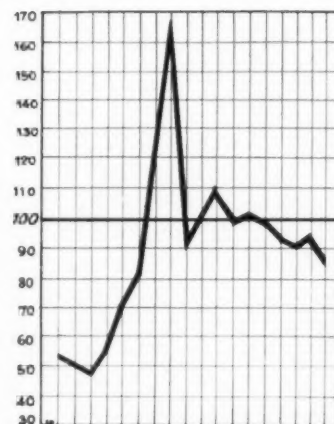
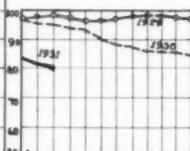
WHOLESALE PRICES FOR BUILDING MATERIALS

1926 Monthly Average = 100



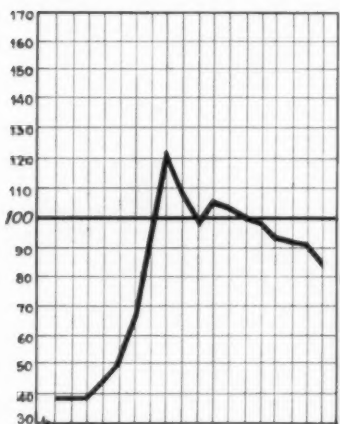
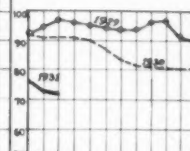
GENERAL INDEX

Although materials have declined further the index is still above general commodity level. The divergence suggests further re-adjustment.



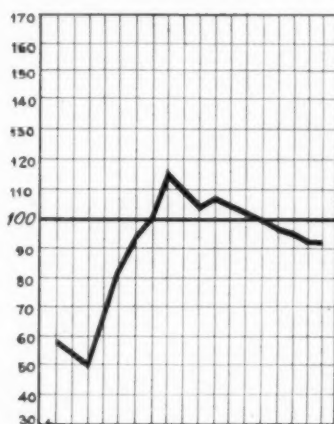
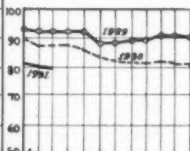
LUMBER

Prices have not yet shown sustained ability to stabilize. Unless recovery in residential building becomes more wide-spread prices will weaken further.



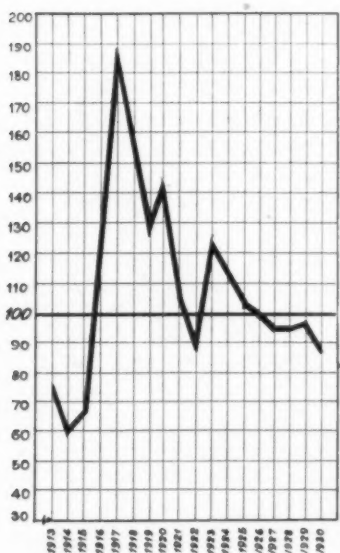
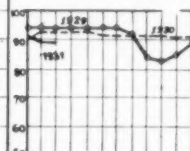
BRICK

Prices for brick indicate that present levels may be further tested in the light of declines in total building volume that seem indicated for immediate future as compared with last year.



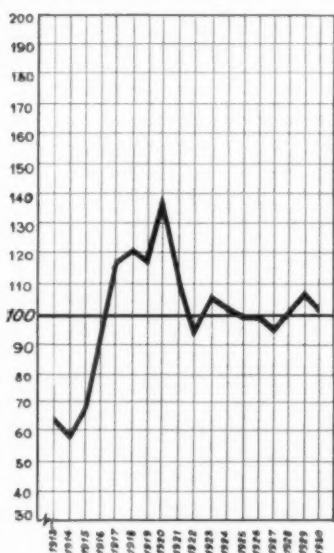
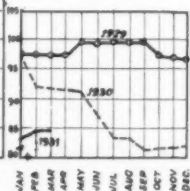
CEMENT

Cement prices will probably show only slight further change in the next few months with the probability that any further change may be on the side of decrease.



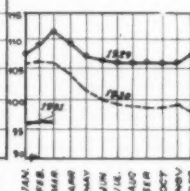
STRUCTURAL STEEL

The price rise in structural steel in the past few weeks cannot be taken to definitely indicate a rising trend. The present level will be severely tested in the next few months.



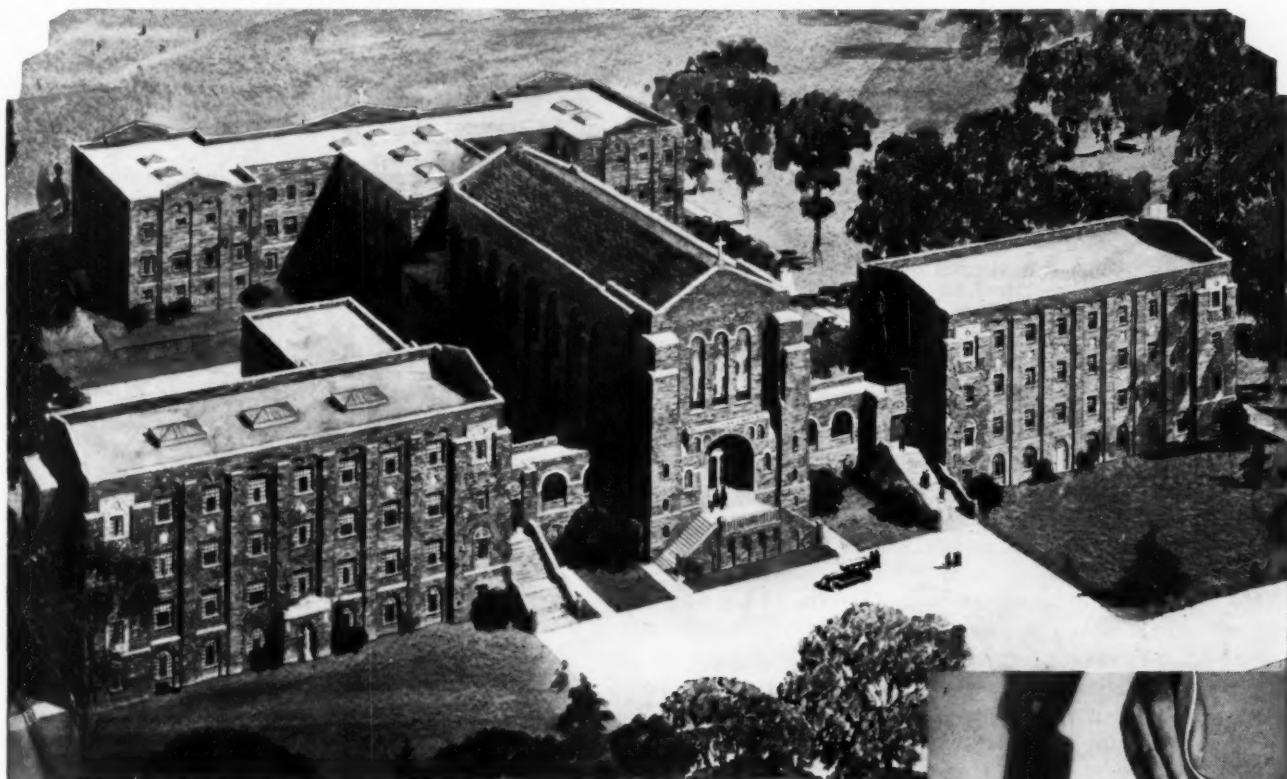
OTHER MATERIALS

Other materials will show such price changes as will be dictated by conditions within the building industry, moving rather in sympathy with the trend in new construction.



- data from the U.S. Dept. of Labor.

.. and Interiors, too .. are
lastingly beautiful



*St. Joseph's Normal Institute, Barrytown, N. Y. Architect—James W. O'Connor
Associate Architects, James F. Delany, Paul Schulz.*

THE buildings of St. Joseph's Normal Institute at Barrytown, New York—both in their exterior construction and their interior finish—have been endowed to a remarkable degree with *lasting beauty and charm*.

Painted surfaces within the buildings were done with Barreled Sunlight . . . the smooth, flawless paint enamel that can't hold dirt embedded. Finger prints . . . smudges . . . dust . . . may easily be wiped off with a damp cloth.

And Barreled Sunlight retains its soft depth—handsome cleanliness—after repeated washings. Its extreme durability

reduces the necessity for frequent re-painting.

An all-oil product, Barreled Sunlight is easily tinted in soft pleasant colors appropriate to the harmonious needs of any room.

Our catalogue is in Sweets, but for your own files let us send you the new booklet, "For Interiors of Lasting Beauty and Cleanliness." Write to U. S. Gutta Percha Paint Co., 22-D Dudley Street, Providence, R. I. Branches or distributors in all principal cities. (For Pacific Coast, W. P. Fuller & Co.)



BARRELED SUNLIGHT is available in two forms, Interior and Outside. Write for complete information on Outside Barreled Sunlight—its pronounced whiteness, richer lustre, marked durability.

Barreled Sunlight

Reg. U. S.

Pat. Off.

(Continued from page 363, editorial section)

building and while business generally was rising to ever-higher levels. Quite obviously then the decline in dwelling construction of this type mirrors more than a mere curtailment dictated by changes in fundamental business conditions. Rather is it probable that the loss reflects a very definite swing of public taste away from that type of shelter which in the past has been largely jerry-built.

The housing development dwelling type was essentially designed to meet the demands of the low- and moderate-income groups. Through 1925 this end appears to have been accomplished, but with the increasing competition for the consumer's dollar and a growing repulsion to jerry-built dwellings there has since been a very definite turn. Even though about 80 per cent of the total number of dwellings erected by housing developers had contract values under \$8000, the market for such new dwellings has slipped sharply. The loss has been to the gain of apartments and owner-built single-family houses. As a matter of contrast, such dwellings under the \$8000 contract valuation have represented about 70 per cent of the total number of new owner-built houses.

The three-year period, 1926 through 1928, was one when business and industry were generally healthy, when employment was relatively full, when wages were regular, and when consumer budgets could be set and realized. Yet this period showed an average annual decline in new dwelling construction of the development type of 21 per cent from the year 1925, when measured either in number of dwellings or in aggregate valuation. It is difficult to say just how the housing dollars of the three-year period ended 1928 were diverted from the housing development, though this diversion averaged at least \$150,000,000 per year in contrast with the 1925 peak.

Housing developments, however, have lacked quality; all too frequently they have been of flimsy construction; they have provided shelter but at what price! This dwelling type has added little to community beauty. It has occasioned large increases in tax rates to provide the necessary roads and other municipal improvements such as curbing, light, water and sewage mains, some of which are doubtful assets that will take years to liquidate.

Zoning commissions, where they existed, were for the most part concerned little with the methodical improvement of land on the outer fringes of our cities where housing developments took root principally, so that now the rising burden of taxation caused by municipal extravagances is approaching the breaking point.

It is seriously doubted that the next cycle of residential building will find the housing development of as proportionately large importance as in the cycle which ended in 1928. Technologic devel-

opments will very likely bring forward a new form of housing for the classes previously reached by the housing development dwelling type. In this the fabrication of housing units by factory methods will likely bring with it some solution of the housing problem to reach the masses. But mass production of housing units will probably find its fullest expression in a further extension of the economies in apartment house construction. Here the economic-minded architect will provide the necessary design to meet the changing tastes for housing while at the same time subdividers will continue to reassemble lots in subdivisions that have gone stale in recognition of the probability that such sections are more adapted to apartment house development than to jerry-built dwellings.

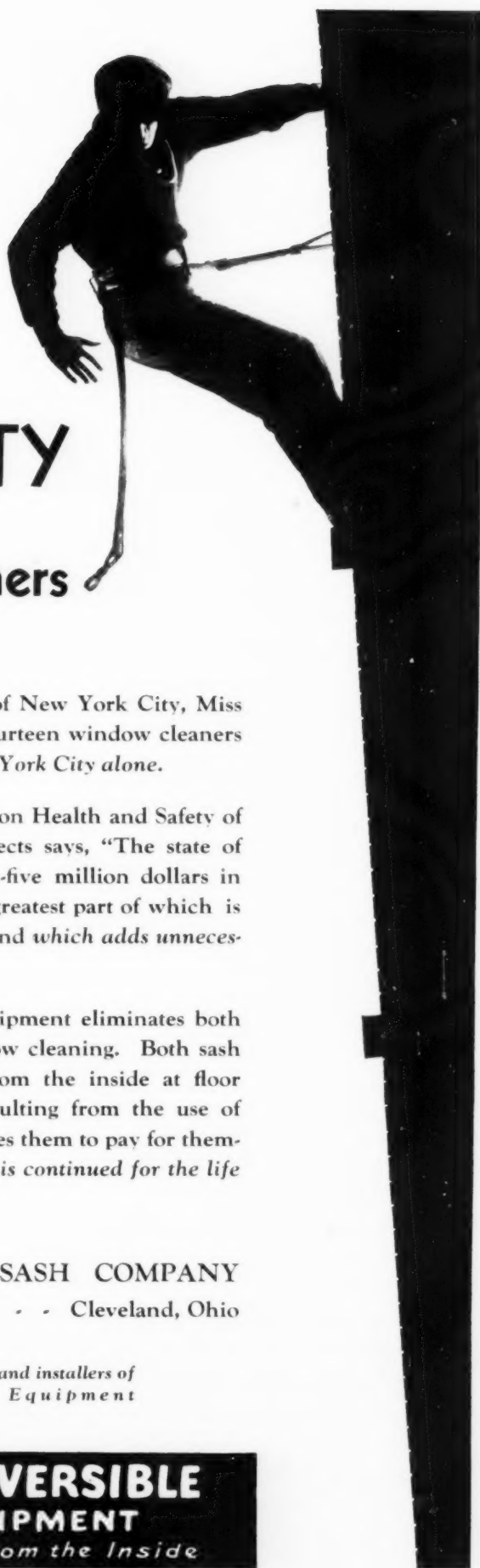
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Development housing in 1930, as measured by new contract valuations, was 75 per cent smaller in volume than in 1925, the peak year. Two fifths of the entire loss in the annual trend in housing developments between the years 1925 and 1930 had occurred by the end of 1928.

It is of additional significance to note that the actual loss for 1930 as contrasted with 1928 was 65 per cent, much greater in fact than the registered loss of 38 per cent as between the two periods for owner-built single-family dwellings. That the collapse of development building has been so complete and has extended over so long a period might provide hope for early revival. But these conditions alone cannot bring back large activity. Bankers and mortgage companies are more conscious of the economics of dwelling construction and consumer tastes than ever before. Their experiences growing out of the last wave in this type of speculative building are still fresh in mind. It does not appear likely, under these circumstances, that any great wave of development building is in the making.

•
The first month of 1931 showed a further sharp drop in the trend of development dwelling construction; with the February record a reversal was in evidence, the first upward turn in many months; preliminary March figures (based upon records through March 21) indicate that the upward trend in February may carry through for March. Conclusive evidence is still lacking that the recession in this type of dwelling construction has definitely come to an end. None the less it appears from the record for the first quarter of 1931 that the deflation here is at least nearly completed and that from this point forward the factors of financing, lowered construction costs, technologic improvements and appreciation of consumer demand and tastes will become of increasing importance in the determination of the extent of recovery since it appears that

(Continued on page 92, advertising section)

PLEA for SAFETY Of Window Cleaners



THE industrial commissioner of New York City, Miss Frances Perkins, states that fourteen window cleaners fell to their death last year in New York City alone.

The Chairman on the Committee on Health and Safety of the American Institute of Architects says, "The state of New York paid more than thirty-five million dollars in settlement of cases last year, the greatest part of which is charged to the building industry, and which adds unnecessarily to the cost of building."

Williams Reversible Window Equipment eliminates both the cost and risk of outside window cleaning. Both sash completely reversible—cleaned from the inside at floor level. The substantial saving resulting from the use of Williams equipped windows enables them to pay for themselves in a few years. *This saving is continued for the life of the building!*

THE WILLIAMS PIVOT SASH COMPANY
East 37th St. at Perkins Avenue . . . Cleveland, Ohio

*For 27 years manufacturers and installers of
Reversible Window Equipment*

**WILLIAMS REVERSIBLE
WINDOW EQUIPMENT**
Clean Your Windows from the Inside

(Continued from page 90, advertising section)

this type of dwelling construction has moved in the past and can move again quite apart from the general movements in business.

For residential building as a whole the first quarter of 1931 was only slightly behind the corresponding quarter of 1930 (as based upon data through March 21). Through the last two months of the quarter residential contracts were running ahead of the corresponding period of 1930; January alone accounted for the loss shown in the quarterly total.

Short term prospects would indicate that the second quarter of the year, for residential building, likewise will be not far different from the corresponding quarter of 1930, and that April alone, of the months taken separately, will probably fall short of attaining the level reported for that month in 1930.

In the meantime the problem of determining the time for profitable new private building undertakings still obtains and presses for solution. In the past year prices for materials have gone off sharply, efficiency of building artisans has risen materially, and the net effect has been translated into a sizable reduction in construction costs. From this standpoint alone it might appear that the time for undertaking new construction is definitely at hand for interests who have deferred building operations. Nevertheless, cost considerations are not yet the final determinant on the part of prospective investors, since in many quarters fundamental readjustments are necessary in existing real estate conditions. Only in those sectors where the

necessary readjustment has been largely completed can lowered construction costs operate as a persuasive factor for new building operations. Today the probable trend of rentals is certainly of as much moment as the trend of construction costs. More than ever before in recent years is it now necessary to consider vitally the importance of the rental curve.

That the revival in building has not yet definitely manifested itself in all likelihood mirrors doubt as to the trend in rentals more than the factor of costs, though of course demand for space is the ultimate determinant for new building undertakings.

Although building material prices have been declining for many months and are now at a lower level than at any time since the spring of 1917, the general index is still materially above the general level of other commodities at wholesale. The divergence between the two indexes suggests further readjustment. This can come about either by a recovery in general commodity prices as building materials remain stationary or decline further, or with building material prices showing a further descent, more rapid than any new declines in general prices.

With a sluggish building volume indicated for the next few months, and with business prospects generally unsettled, it appears that the readjustment will in all probability proceed from either one or the other or from both of the two latter considerations.

It now appears as a reasonable certainty that building material prices may soon be entering a period when, in reflection of lowered demand, they will fall under the general commodity wholesale level much as was the case for the seven-year period from the beginning of 1913 to the beginning of 1920.

CONSTRUCTION RESULTS: FIRST QUARTER 1931 (PRELIMINARY)

Prospects for general building in Southern New England probably are somewhat better than they are for Maine, New Hampshire and Vermont, with Massachusetts giving promise of a larger contract total for the first quarter of 1931 than was registered in the corresponding period of 1930. For the metropolitan area of New York the current quarter will show a large loss from the corresponding period of 1930, principally because of indicated declines in commercial and industrial building, although residential building has shown a good gain.

For the upstate New York territory, present prospects indicate a contract total for nonresidential building during the current quarter about at the level of a year ago. Contracts for residential building should approximate also the awards of the corresponding quarter of 1930; awards for public works and utilities, however, will show a loss for the quarter.

For the Middle Atlantic territory, first-quarter results both for residential and nonresidential building are not bright, while for public works and utilities a large decline from a year ago is indicated. The Pittsburgh territory as well as the Southeastern territory will show losses in contract totals for each major construction group when contrasted with the corresponding quarter of 1930.

Declines in the St. Louis and Kansas City districts are in prospect for the current quarter as compared with a year ago. For Texas, construction conditions are relatively better with indications that contracts for the current quarter will approximate conditions of a year ago.

For the New Orleans territory further retrenchment in nonresidential building will more than offset indicated gains in residential building and leave a net building volume for the quarter somewhat under a year ago.

A \$600,000,000 Waste!

Are you responsible for a part of it?

The annual loss in the United States due to rust is estimated at \$600,000,000. This figure is appalling—particularly when you realize that much of the loss is preventable by using equipment made from copper and its alloys.

Do you contribute to this waste by specifying equipment that can rust—for service where it is constantly exposed to dampness?



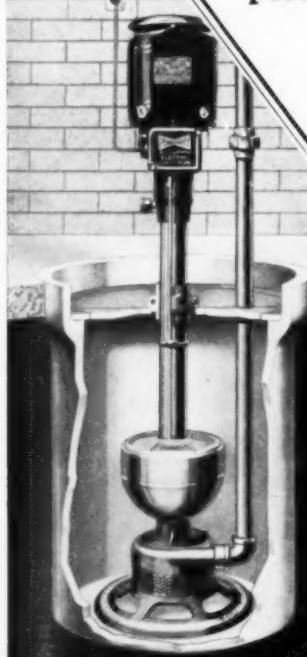
Penberthy Automatic Electric Sump Pumps and Penberthy Automatic Cellar Drainers cannot rust, because they are constructed of copper, brass and bronze throughout. Architects who specify them keep their clients' dollars out of the rust pile.

The operation of Penberthy Sump Pumps and Cellar Drainers is thoroughly dependable and economical. There is a size and type for every drainage requirement.

These Penberthy Pumps are quickly available—they are carried in stock by the leading jobbers throughout the country.

Penberthy Automatic Electric Sump Pump

Penberthy Automatic Cellar Drainer



PENBERTHY INJECTOR COMPANY
DETROIT

ESTABLISHED
IN 1886

CANADIAN PLANT
WINDSOR, ONT.



the kitchen that **WOMEN** appreciate

Architects who recognized the importance of giving the home or apartment a "woman's kitchen" will be quick to appreciate the advantages of specifying the

CONOVER *Electric* **DISHWASHER SINK**

Washes — rinses — dries — Self cleansing



The noticeably increasing interest of architects, home economics authorities, leading magazines, newspapers, etc., in electric dishwashers is a natural answer to the demand of homemakers for more attractive and more convenient kitchens.

The Conover Electric Dishwasher Sink has extra large capacity, rubber-plated dishracks and many other exclusive features. It loads easily, admits water simply, measures it automatically and discharges it electrically. Sizes and models to meet practically every requirement. White, green, ivory or blue. Nationally advertised.

The CONOVER Sink Models are sold only thru the Plumbing Trade. Portable Model Conovers are sold only by the Electrical Trade.

THE CONOVER COMPANY

General Offices

Dept. AR-4, 140 South Dearborn St., Chicago, Ill.

FREE FOLDER COUPON

Please send me the folder checked below:

- ☐ The Kitchen of Tomorrow (Describing CONOVER Sink Models).
- ☐ The Better Way to Do Dishes (Describing CONOVER Portables).
- ☐ Booklet of Comments from CONOVER users.

Business name and address.....

My name..... Title

NEWS IN BRIEF

ADVANCED ARCHITECTURAL TRAINING

The New School for Social Research announces an advanced professional course in architecture, open to fifteen students, graduates of architectural schools or designers in offices. The course begins April 15.

A type of building of current interest will be announced every two months as a subject for study and the effort of the school will be to put at the disposal of students the best and most up-to-date information on this particular category of building. The problems will be attacked more as a series of theses than as *projets*. Students will have access to the findings of the research group in materials and methods.

Specialists outside as well as within the profession will give lectures and conferences. These members of the committee of consultants will be regularly available for advice and help: Albert W. Butt, Jr., Harvey Wiley Corbett, Philip Goodwin, Arthur Harmon, W. K. Harrison, Henry Hofmeister, Raymond Hood, Joseph Hudnut, Ely Jacques Kahn, A. Lawrence Kocher, William Lamb, L. Andrew Reinhard, Robert Rodgers, Joseph Urban and Ralph Walker.

Applications for the spring and summer problems should be made before April 1 to Committee on Membership, Department of Architecture and Fine Arts, New School for Social Research, 66 West 12th Street, New York City. Candidates should submit two letters, preferably from their schools or employers, stating fully their qualifications.

Applications for the 1931-1932 course (five problems of approximately two months each, beginning September 15) should be filed with recommendations not later than May 15.

ROME ACADEMY EXHIBIT

During the past month the work of four fellows who have recently returned from three years' study at the American Academy in Rome has been exhibited at the Fifty-Sixth Street Galleries in New York City.

The exhibitors were Dunbar D. Beck, painter; Homer E. Pfeiffer, architect; Michael Rapuano, landscape architect; and George H. Snowden, sculptor. Mr. Pfeiffer, in addition to travel sketches, exhibited restoration drawings of the Roman library at Timgad. Mr. Rapuano's work featured a restored plan of the gardens at the Villa d'Este in Tivoli.

A BUILDING CONGRESS

From the monthly bulletin of the Illinois Society of Architects:

"The movement to establish a Building Congress in Chicago is gaining momentum. This subject was thoroughly discussed at a recent meeting of the Board of Directors of the Society. It is hoped a strong movement can be started that will establish friendly relations between, and will coordinate the efforts of, architects, bankers, contractors, labor leaders, material dealers and realtors."

Camden puts its okey on Good Hardware

GOOD BUILDINGS DESERVE GOOD HARDWARE



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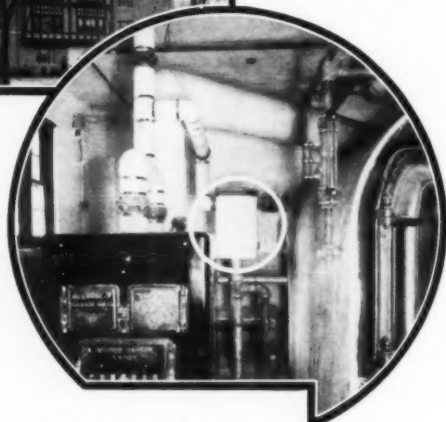
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LEON V. SOLON

The craftsmanship medal for 1931 has been awarded to Leon V. Solon by the Board of Directors of the American Institute of Architects in recognition of his "contribution to the Ceramic Art." Presentation of the award will be made April 15 at the Convention of the Institute at San Antonio, Texas.

Mr. Solon is the author of the series of articles on polychromy which appeared in the pages of *THE ARCHITECTURAL RECORD*. These studies were subsequently published in book form with the title of *Polychromy*.

UNEMPLOYMENT APPEAL

Though there are unmistakable signs of revival in the building industry, unemployment in the architectural profession is still at a high level, according to a report of conditions in the metropolitan district made public by the Architects' Emergency Committee, of which Julian Clarence Levi, Fellow of the American Institute of Architects, is chairman.

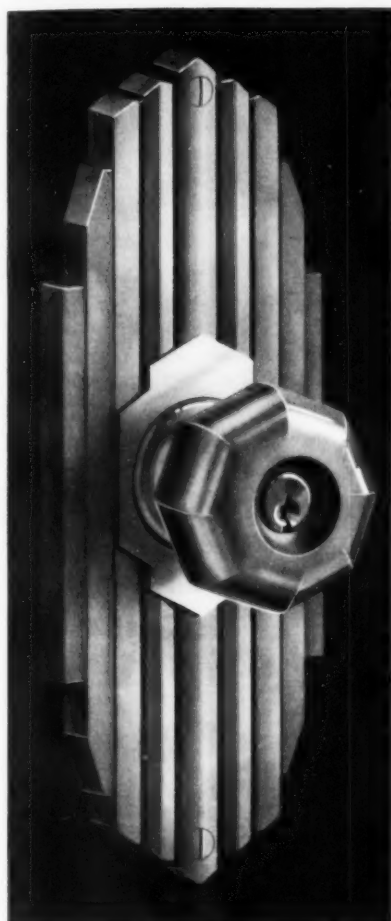
The Committee pointed out that, while destitution threatens large numbers of highly trained professional men, New York and other cities are in crying need of their skill. The Producers' Council, an organization of manufacturers and associations of manufacturers, representing a combined capital of \$22,500,000,000, joined in urging that architects be enlisted to check the disfigurement of town and country by cheap construction and ugly design.

"In our large cities," the Council asserted, "hundreds of buildings are being designed by people who are not prepared by training or experience to do the work in the proper way. Inferior materials are being used, good materials are used in the wrong way."

"The suburbs of our large cities, like New York, Chicago, and Philadelphia, are being built up by speculative interests in a manner that constitutes not only an artistic disgrace but a fire hazard, and eventually will result in great economic loss."

The Committee has appealed to the architects of New York, New Jersey, and Westchester to con-

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The Ezra Griswold House, Guilford, Conn., built of White Pine in 1760 and standing today

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tribute funds for the aid of idle draftsmen, many of whom are graduates of leading architectural schools here and abroad, and have won distinction in the arts of design.

During the last three months, the Committee reported, nearly 800 draftsmen have registered for employment at the Bureau established at the Architectural League, 115 East 40th Street. Of these, more than 500 were said to be destitute.

Architectural employment has been found for about 120. Those employed through the Emergency Work Bureau were paid out of the Prosser Committee fund on the basis of five dollars a day for a three-day week.

Since no further Prosser Committee funds are available, the Architects' Committee is compelled, it was stated, to raise its own fund from members of the architectural profession.

"We cannot allow this fine body of experienced men to starve," said the appeal. "They must be kept going until business picks up."

All of the money received will be spent for the direct benefit of the unemployed, without deduction for Committee expenses. Pledges of five dollars a week upward, or donations in a lump sum, are asked.

THEO VAN DOESBOURG

Madame Petro van Doesbourg informs THE RECORD of the death of her husband, Theo van Doesbourg. He died suddenly March 7 in Davos, Switzerland.

A painter by profession, van Doesbourg is known to the architectural profession chiefly as editor of the Dutch magazine *De Stijl* which exerted a great influence in the development of the new architecture of Germany and Holland.

LECTURES AT THE NEW SCHOOL

Attention is called to a series of lectures by prominent architects to be given at the New School for Social Research, 66 West Twelfth Street, New York City.

Ralph Walker will lecture on "Functionalism in Architecture" on Friday, April 3; Ely Jacques Kahn on "Evolution of Architectural Design" on Friday, April 10; Harvey Corbett on "Architect and Customer" on Friday, April 17; and C. H. van der Leeuw, of Rotterdam, on "A Modern Factory" on Monday, April 27.

Frank Lloyd Wright gave a lecture at the New School some weeks ago, in which he presented to a packed hall his views of the shortcomings of American architecture. These coming lectures are in no sense intended as an answer to his criticisms, according to an announcement sent out by the New School, but they will in effect serve as an answer to questions as to the creative power and realism of the best work of today. The fourth in the series, by the owner of the famous van Nelle factory in Holland, will offer many suggestions in line with American tendencies.

The lectures are given at 8:30 in the evening. The admission is \$1.50. Seats may be reserved in advance at the New School.



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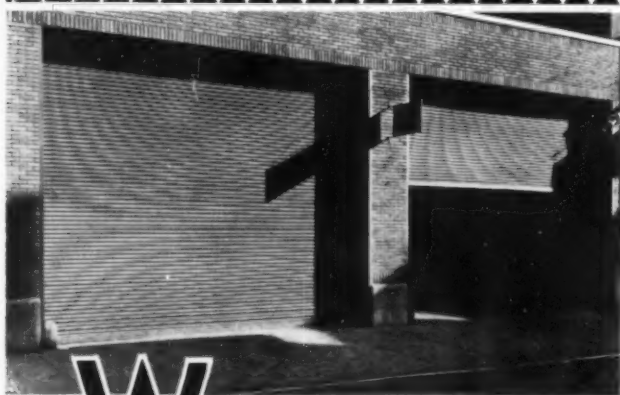
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UNIVERSITIES AND ART

Universities are charged with a lack of artistic taste by Prof. William A. Boring, Director of the School of Architecture of Columbia University. Reasserting the need of a great School of Fine Arts at Morningside, Prof. Boring, in an article which appears in the "Columbia University Quarterly," derides the art efforts of Columbia student publications as "crude and childish." He deplores "a general apathy toward art" at Columbia.

1931 BETTER HOMES COMPETITION

Another competition for best house designs, similar to those featured in this issue of *THE RECORD*, is announced by James Ford, executive director of Better Homes in America.

The terms of the competition, which will close December 1, 1931, will be the same as those of the preceding year except that the cubage for two-story houses will be raised to 26,000 cubic feet. Plans and photographs will be accepted for houses built between the years 1926 and 1930, inclusive.

All architects are invited so that the 1931 competition may bring to public attention the best small house architecture of America. Awards will be made by a jury of five architects appointed by the President of the American Institute of Architects.

For additional information address Better Homes in America, 1653 Pennsylvania Ave., Washington, D. C.

GUGGENHEIM FELLOWSHIP AWARDS

Four architectural awards, averaging about \$2,500 each, are announced by the John Simon Guggenheim Foundation.

The foundation was established six years ago with a capital of \$4,500,000 by former Senator and Mrs. Simon Guggenheim in memory of their son. Up to now 372 persons have been assisted by the foundation, the purpose of which is to improve the quality of education and the practice of the arts and professions in the United States, to foster research and to provide for better international understanding.

The holders of the architectural awards:

Dr. Helen Huss Parkhurst, assistant professor of philosophy, Barnard College, Columbia University, will write a book on the aesthetics of architecture abroad. She is author of "Beauty: An Interpretation of Art and the Imaginative Life."

Cecil Clair Briggs, architect, New York City, will make an architectural restoration of the Greek Acropolis, built 400 B. C. at Lindos on the Island of Rhodes.

Francis Henry Taylor, curator in the Pennsylvania Museum of Art, Philadelphia, will study Romanesque sculpture of the Roussillon, with special reference to the sculpture from Saint Genis des Fontaines and the origins of the style of the eleventh century. Author of "Rodin's Influence on Contemporary American Art" and (in collaboration with Professor Gilbert Chinard) of "Houdon in America."

Dr. Ernest T. De Weld, associate professor of art and archaeology, Princeton University, will prepare for publication the second volume of the manuscript of the Psalter of Stuttgart.